

JULY 15, 1940



TWENTY CENTS

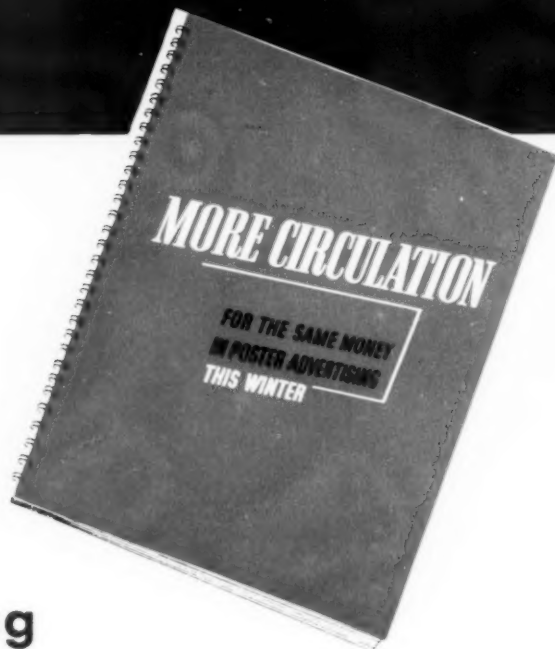
Sales Management

- ★ How the "Pot O' Gold" Promotion Put Tums on the "Nation's Tongue"
- ★ Five-Cent Sample Hoists Sales 23 to 30% Yearly for Heublein's A-1 Sauce
- ★ Premium Appeal in a Nutshell: Buy *This* and Buy It Now—By F. H. Waggoner
- ★ How 22 Coal Men Revitalized Markets in the Face of Gas & Oil Competition
- ★ Significant Trends — Advertising Campaigns — Marketing Pictographs

THE MAGAZINE OF MODERN MARKETING

OUTDOOR ADVERTISING IS A 6% BETTER BUY DURING DECEMBER, JANUARY, FEBRUARY

Complete proof is in
this book. Write, wire,
phone for your copy to-
day. See for yourself
how Outdoor Advertising
gives the most when America buys the most.



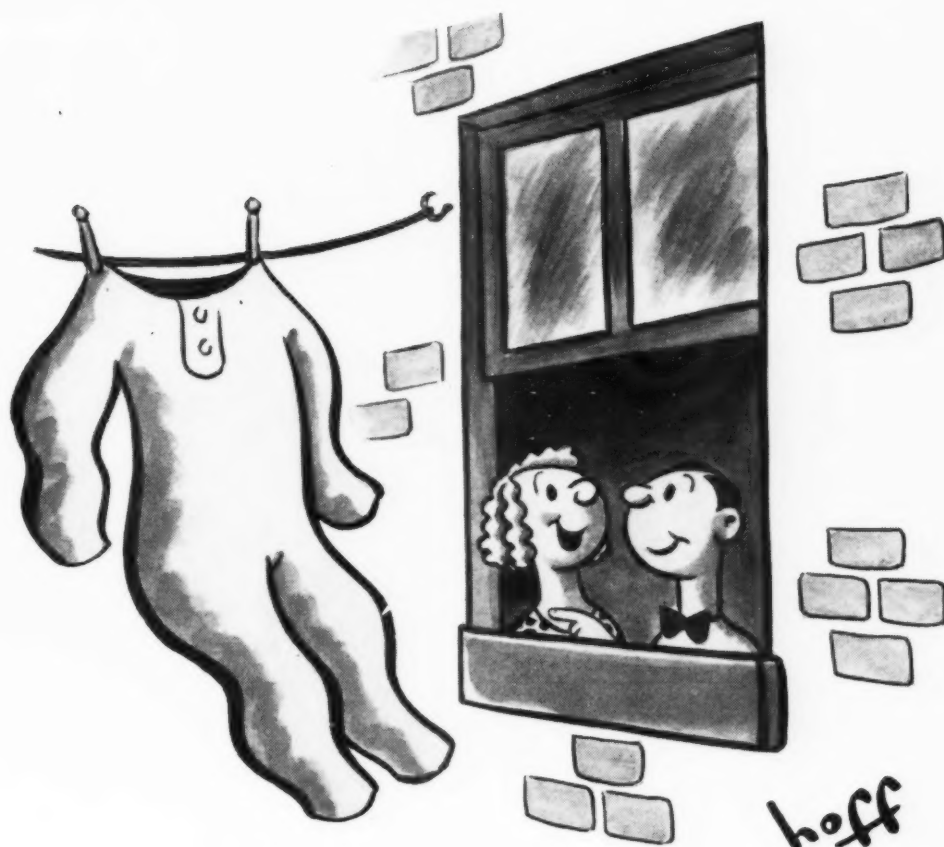
OUTDOOR **A**DVERTISING **I**NCORPORATED

National Sales Representative of the Outdoor Industry

60 East 42nd Street, New York City

Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Philadelphia • St. Louis • San Francisco

What ever happened to long underwear?



Ever stop to think why the old Red Flannels went out?

For the same reason that the "New Method Of Magazine Advertising" is coming in.

Because folks these days know you don't have to blanket the whole works, in order to cover a few vital areas.

For example . . .

Take the 25 big-city markets that do the lion's share of America's business. With the "red flannel"

type of magazine, you can't single out these profit-centers. You have to advertise to the whole shebang.

But with **THIS WEEK MAGAZINE** you can buy a 5¾ million circulation that concentrates on just these 25 key markets . . . And covers them as thoroughly as the next 4 national weeklies, or the top 4 women's magazines, *combined*.

And that's one reason why advertisers spent over \$3,000,000* here, in the first half of 1940.

THIS WEEK
THE BIG CITY MAGAZINE

*To be exact, \$3,101,632 (PIB)

. . . or 59.4% over 1939.

JULY 15, 1940

[1]



8's Manipul8ed at a Gr8 R8

Hotpoint has just announced what it calls its "8-Ball Campaign to invigor8 the Sales of its 8-cubic-foot Refriger8ors." It rel8s 8 reasons why its "8's" should 8ain celebr8ed sales this Summer. The drive, d8ed from July 1, runs 8 weeks. Gr8er storage space 8ained is the crux of the sales cry. Hotpoint's announcement to salesmen asserv8es:

"Dedic8 the next 8 weeks to str8 8 selling.

"Evalu8 the possibilities in your territory; concentr8 upon selling up to the 'Str8 8'; circul8 through your territory and talk '8's'; radi8 enthusiasm about adequ8 capacity; stimul8 retail salesmen to advoc8 the '8'; cultiv8 old dealers and accumul8 new ones; demonstr8 advantages and acceler8 selling; reiter8 your story and anticip8 success.

"Remember—

"That if you exagger8 Hotpoint claims; that if you prevaric8 about values; that if you precipit8 futile arguments; that if you dissip8 your working time; that if you underestim8 your competition; that if you procrastin8 about starting in; that if you capitul8 to low prices—you'll never celebr8 success."

(Ed—We 8ed to spring anything like this, but such is f8.)

A. of M.A.C. & A.

What would Hitler make of the Society for the Prevention of Calling Pullman Porters George? Would Stalin regard the Spanked Wives Club of Sioux City as counter-revolutionary? Might not Mussolini forbid blackshirts from joining the Society for the Preservation and Encouragement of Barber Shop Singing in America?

Whatever the views of the dictators, at the World's Fair for Peace and Freedom (nee the World of Tomorrow) all such societies are in high favor. Indeed, on July 11 a whole batch of them got together there and formed the Amalgamation of Mad American Clubs and Associations. The meeting was sponsored by the Benevolent and Protective and Completely Universal Order of Fred Smiths of America, whose 5,000 members all named Fred Smith (except for one honorary member named Smith Frederick) are said to be back of any amalgamation at any time, and the sooner the better.

Says Fred Smith, N. Y., publicity man and Provost of the Order, "It is our belief that these queer clubs, of which there are nearly 100 of national importance, with more than 50,000 members, constitute America's first line of moral and mental defence. They are good-humored and as democratic as Will Rogers, eating tobacco, and the Little Red Schoolhouse."

Accordingly he sent out a call to come and amalgamate. It went to the Guild of Former Pipe Organ Pumpers, to the Liars Club of America, the Monroe Horse-Thief Detecting Society, the Covered Wagon Baby Club, and to scores of other unorthodox organizations. Response was immediate and hearty.

The National Honorary Society of Former Circus Elephant Water Toters designated a Grand Fire Hydrant, with power to appoint two Exalted Tub Welders, to represent it. The Mother-in-Law Association appointed delegates. The Non-Vice-Presidents were on hand. Fred Smiths, barber shop singers, horse-thief detectives and other earnest and honorable clubmen and women abounded.

Meeting at the Schaefer (Our Hand Has Never Lost Its Skill) Center, the Amalgamation of Mad American Clubs and Associations hearkened to Chairman Fred Smith's keynote:

"Because of world conditions and the state of the nation, it behooves all groups to get together and seek out a common denominator which will bind them together in sentiment and principle."

It appears as though that common denominator had been found in Schaefer's beer with which delegates were liberally refreshed. More momentous denominators, however, were uncovered and will burst upon the national consciousness in due time.

"Perhaps it is not easy to conceive of the salvation of the Democratic Way through the efforts of the A. of M.A.C. & A." concluded a committee report. "But many things are not easy to conceive in this universe today." Watch this organization. An amalgamation of only-slightly mad clubs may shake the world and remold destiny.

Rats' Delight

Sunset on the desert. Mirages. Sand dunes, cactus and horned toads. Palm trees. Bacon frying in the skillet while the burro salutes the dawn.

It is of these ingredients, beloved by "desert rats" and fascinating to many city people, that Editor Randall Henderson fashions his *Desert* Magazine. Published at El Centro, Cal., *Desert* has over 10,000 paid subscribers and 1,800 copies are sold on newsstands.

Years ago when he was a cub reporter on the Los Angeles *Times* his boss, the late Harry Carr, would say—as have so many newspaper veterans—"A kid who stays on a city paper is a damn fool. Get out, get a country paper of your own, even if you have to deliver the papers yourself."

Mr. Henderson took this advice, went to Arizona, became a country editor. By 1936 he was a full-fledged publisher. One of his reporters, J. Wilson McKenney, would go out into the desert week-ends and come back with stories about Indians, rattlesnakes, old settlers, ghost towns. These yarns were soon the paper's most popular feature.

Editor Randall Henderson (right) clasps the hand (of Artist John W. Hilton) that painted the mural on the wall of *Desert's* new El Centro office. The mural is the artist's conception of the 17 Palms oasis in the Borrego Badlands of Southern California.



SALES MANAGEMENT, published semi-monthly on the first and fifteenth, except in April and October, when it is published three times a month and dated the first, tenth and twentieth; copyright July 15, 1940, by Sales Management, Inc., 420 Lexington Avenue, New York, N. Y. Subscription price \$4.00 a year in advance. Entered as second class matter June 1, 1928, at the Post Office, N. Y., under the act of March 3, 1879. July 15, 1940. Volume 47. No. 2.



THEIRS is the total comradeship that exists between a father and his son.

It will go on for another year or two.

Then, one day in school, the boy will be given a radical book to study. It will attack advertising, and it will build a conviction that advertising is dishonest and that advertised products are likely to be untrustworthy.

The boy will see his father, an advertiser, through new eyes. Boys hate cheats. The parting of their ways will have come—

Or will it? Will we, before then, have the sense to pitch subversive literature out of our schools and give the people a real understanding of the history, morality, economic value and social importance of advertising?

NATION'S BUSINESS for July contains a special 24-page article, "The Case for Advertising," which takes a long step in that direction. In it, among other things you will find:

- what Benjamin Franklin invented for advertising.
- how George Washington bought his best suit, and a riding habit for his wife.

Portrait of two friends

- how Alexander Pope made a fortune out of Homer's Iliad.
- how a Chattanooga used-car dealer grew famous.
- why clubwomen, in stores, act just like wage-women or homemakers.
- why five commissioners had to read 1,384,353 pages of radio commercials.
- how *Farm Journal*, 60 years ago, refused to let rogues ply their trade at the expense of its readers.
- whether the various testing bureaus work for the real advantage of the consumers.
- why communists work for the destruction of advertising.
- how the public censors advertising matter.
- where the Better Business Bureau came from.
- why puns are so popular in advertising today.
- what America would be like, as a community, under the advertising restrictions that apply in many other countries.

Be sure to read this frank, lively, informative article. If you are not a NATION'S BUSINESS subscriber, write us for a reprint of "The Case for Advertising," enclosing 10 cents to cover costs.

Unless we miss our guess, you will want to send reprints to business acquaintances and friends, with your card attached. We can furnish them to you at 10 cents each, \$6.00 per hundred, \$50.00 per thousand. Address NATION'S BUSINESS, U. S. Chamber of Commerce Building, Washington, D. C.

This message is published by

NATION'S BUSINESS

It is the 44th of a series contributed to a better understanding of American free enterprise.



the best
**MAIL
CAMPAIGNS**



fizzle under
**WARM-
WEATHER
INERTIA**



without a special
**SUMMER
STIMULANT**

Your deal probably deserves immediate attention, but it will need an extra appeal to get action ahead of fishing trips, ball games, or just summer lethargy.

Try **SALES MANAGEMENT** Letterheads for your sales letters, announcements, special offers, pep talks to salesmen. The letterheads — breezy, humorous — are in two colors, on buff paper, each designed to point up your story and make it stick. From twelve letterheads you can select the design best suited to your needs. Samples will suggest a variety of uses.

Sales Management, Inc.

420 Lexington Ave.

New York City

Often the two newspaper men camped in the desert. Beside their campfire they talked about starting a magazine devoted to wind, sand and stars. In November, 1937, they sold two newspapers, figured a budget for their magazine that might put it in the black in five years, and began publishing *Desert*.

Within two years it was in the black. Last year for every dollar of advertising revenue they had \$4 of subscriptions. The latter is \$2.50 a year. Only one premium is offered, a binder with a year's subscription. Over 5,000 binders have been sent out. Vol. 1, No. 1 has become so scarce that they give a year's subscription or \$2.50 in cash for every copy.

Primarily the magazine is aimed at people living in the desert. With modern air conditioning there is a large number of residents who like the solitude and witchery of the Southwest. There has always been a certain number of active or retired desert rats. All over the country there are desert rats at heart who long for desert magic. Rats are noted for their loyalty and their habits of close observation.

Hence *Desert* gets tons of mail applauding and criticising articles, supplying further information, making suggestions. Dark lining to this silver cloud is the verse that pours in. Desert rats send it by box and bale, don't expect to have it printed, are happy just as long as it is in circulation.

Ensnared in their new \$15,000 printing plant at El Centro, Messrs. Henderson and McKenney are reasonably proud of their monthly. It will never reach a multi-million circulation, but they have proved that there is a loyal public for a magazine about the desert, that there's gold in them thar shifting sands.

Advertising Today to Tomorrow

Generations hence who want to know what went on in the world of 1940 can dig up Flushing Meadow and look for the Time Capsule ceremoniously planted in the Westinghouse exhibit last year, or tear down the General Electric building now being put up in Chicago. For G-E—"in the belief that present-day advertising eloquently presents the story of today's high standards of living as well as the progress of living conditions brought about through industry"—has laid away electrotypes of two of its current institutional ads in the cornerstone of the proposed \$2,000,000 Chicago office building.

Advertising "today" to future generations, G-E calls it.



'Silk Stockings in the Morning? Imagine!'

Posterity will discover 1940's way of saying, "Silk stockings are no luxury."

SILK stockings in the morning? You never saw it before. It was an advertisement for a new silk stocking line by General Electric. The ad was a full-page spread in a magazine. It was a black and white photograph of a woman in a hat and coat, looking thoughtful or surprised. The text of the ad was: "Silk stockings in the morning? Imagine!"

GENERAL ELECTRIC

Ads selected for preservation were the "Look, Pop, It's a Homer" ad picturing a tawny-headed boy excitedly watching a baseball game over a television receiver, and the silk stocking alarm pictured here. Electros, rather than actual reprints of the ads, were sealed in the metal box consigned to posterity for the obvious reason that they won't deteriorate. G-E also included a G-E metal monogram plate and a scroll, covered with oil and water-tight cloth, explaining everything.

SALES MANAGEMENT

HOW TO SELL

20,000 RESTAURANT
BUYERS—12 months in the year

AT THE POINT OF PURCHASE

HERE'S A BIRD'S EYE PREVIEW OF THE 1941 RESTAURANT BUYER'S DIRECTORY

● **Manufacturers' Listings** — Hundreds of product classifications will make this directory of manufacturers an indispensable part of the restaurant buyer's everyday business. Listings will be simple and easy to use. The listing section will be printed on a special buff tinted stock.

● **Dealer Listings** — A simple listing of supply houses by states will give the buyer a handy reference. This listing will indicate exactly in what type of goods the supply house deals.

● **Buying Charts** — Emphasis will be on the listings. However, there will be many informative charts and diagrams on buying principles with valuable tips for buyers. All of this material will be of such a nature that it can be used in all buying operations.

● **Advertiser Listings** — ers will be listed in *bold face* type in the Manufacturers' Listing Section, with the page number of their advertisement included in their listing at no cost.

● **Number of Listings** — Manufacturers will be listed under as many classifications as they have products that are important in restaurant operation.

● **Advertising Section** — This section will be printed on the regular Restaurant Management high quality coated stock. It will be divided into the following classifications: *Food, Kitchen Equipment, Dining Room Equipment, Beverages and Bars, Construction and Decoration, General Restaurant Supplies.*

● **Collection of Data** — tion from more than 10,000 firms is now being checked. Such a complete record of buying data has never before been compiled for restaurant operators.

"Please send list of dish-washing machine manufacturers" "... I'm going to build a restaurant. Can you give me the names of reputable dealers in this area?" "Is it cheaper to do our own baking?"

Then there's always Elmer who asks us every year to send him a list of manufacturers of second hand toothpicks.

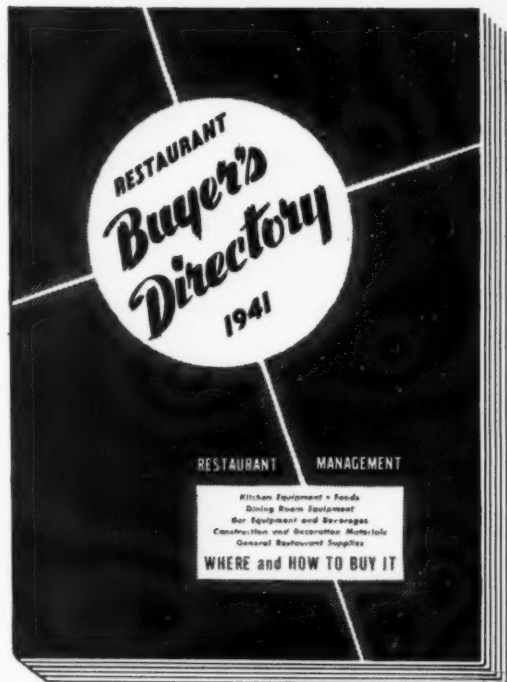
9,678 of these questions from readers were answered by Restaurant Management editors in 1939. Comprehensive replies are sent to inquiring readers. Yet no manufacturer has been able to tell his sales story at this vital point-of-purchase.

The new and only Restaurant Buyer's Directory makes its appearance in October. Readers will answer these and countless other questions for themselves. And at this same crucial time — when the buyer, of his own accord, is in the market for goods — your advertising will be delivering your sales message 12 months in the year.

Advertising in the Restaurant Buyer's Directory will pay dividends. It reaches buyers in a positive "order signing mood."

**"SPRINT" tells ALL about
THIS STAR
SALESMAN**

**SEND FOR
IT TODAY!**



"RBD" FACTS TO REMEMBER

- Issued as the October number of Restaurant Management, the leading publication in the Restaurant field.
- Will have total distribution of 20,000, including regular Restaurant Management A.B.C. circulation of approximately 17,000.
- Extra distribution of 3,000 will be made to special buying influences, such as supply houses, chain restaurant executives, restaurant association secretaries, etc.
- Sale price of the Restaurant Buyer's Directory will be \$1.00.
- No increase in regular Restaurant Management rates. \$240 per page less usual space discounts.
- Ask about our outstanding offer of free reprints with multiple page advertisements in the Directory.



Restaurant Buyer's Directory
222 E. 42nd St.
New York, N. Y.

Please rush a copy of your booklet "Sprint" which tells all I want to know about your forthcoming Restaurant Buyer's Directory.

NAME
COMPANY
ADDRESS

Sales Management

VOL. 47, NO. 2

JULY 15, 1940

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Notes from the Managing Editor's Desk

A SALES MANAGEMENT reporter spent almost the whole of an early June day at the offices of the Williamson Heater Co. in Cincinnati. We heard, some time ago, that this company had adopted the "multiple management" plan introduced early in the 30's by McCormick & Co. of Baltimore, and we were anxious to know how the plan was working out. We listened to an amazing story—a story which will be told in one of the August issues. Williamson's sales are up, profits are up, seasonal lay-offs have been eliminated, and employ are loud in their praise of this practical application of "democracy in business." The editors tag this article "must" for every board member, every president and every general manager among our readers.

* * *

Coming August 1: A repeat of a Ross Federal survey on test markets. Also: A package of ideas for lifting business lunches and dinners out of the "unmitigated bore" classification.

* * *

SALES MANAGEMENT wants to find several improved sales compensation plans to report for Fall issues. Have you found a better way to pay your salesmen? Adopted profit-sharing successfully? Found a way to make bonuses supply a real incentive? Invented a workable "point system"? If so, please tell us about it, won't you?

A. R. HAHN.



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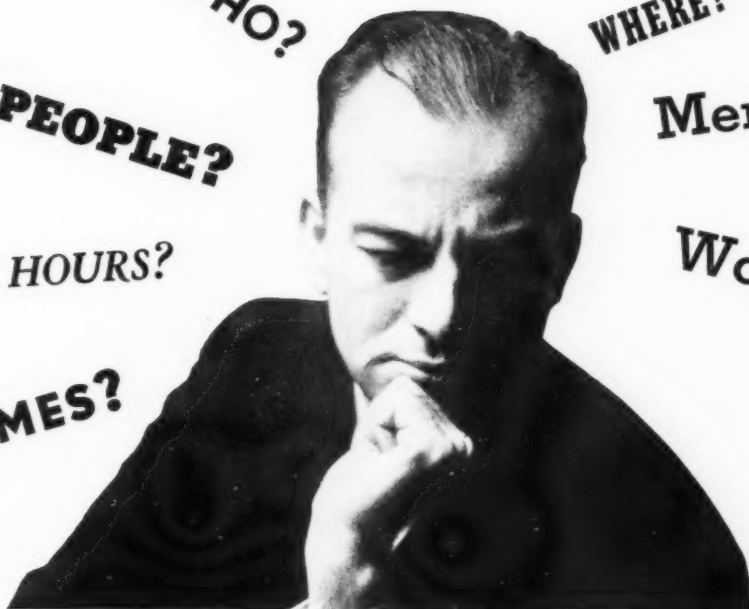
WHO?
FARM PEOPLE?

WHERE?
Men?

WHAT HOURS?

Women?

INCOMES?



HOW MUCH DO YOU REALLY KNOW ABOUT RADIO AUDIENCES?

COVERS THESE SUBJECTS
—AND MORE!

Charts Showing

Stations "Listened to Most"
Stations "Heard Regularly"
(Daytime and Nighttime)

County Maps of Iowa Showing

Stations "Listened to Most"
Stations "Heard Regularly"
(Daytime and Nighttime)

Program Preferences

Of men — of women
By age-group
By place of residence
By educational status

Ability to Recall Advertisements

Seen in newspaper
Seen in magazine
Heard on Radio

Products Used by Brands

Coffee
Cooking oil or fat
Flour
Laundry soap
Tobacco
Work clothing

1940 Iowa Radio Audience Survey gives you the most complete and authentic analysis of listening habits ever made among Iowa families!

DO YOU *know* what types of programs are preferred by Iowa radio listeners? Do you *know* when and how much they listen? Do you *know* what stations they listen to most . . . to what extent they depend on radio (versus newspapers) as a source for news . . . how well they remember advertisements *heard* on the radio as compared with advertisements *seen* in newspapers and magazines?

These and scores of other important questions are answered in detail in the 1940 Iowa Radio Audience Survey—an indispensable source of facts, figures and percentages compiled by H. B. Summers of Kansas State

College from 9,001 personal interviews throughout every county in Iowa. Broken down by sex, age-group, educational status, income, etc., the figures give you the most complete and accurate picture of Iowa's radio families available today!

There's such a wealth of practical, authoritative, up-to-the-minute information packed between the covers of this monumental data book, you'll probably wonder how you ever got along without it . . . Copies are now available, without cost or obligation. Send for yours, now. You'll pronounce it the most helpful Survey you have ever seen.

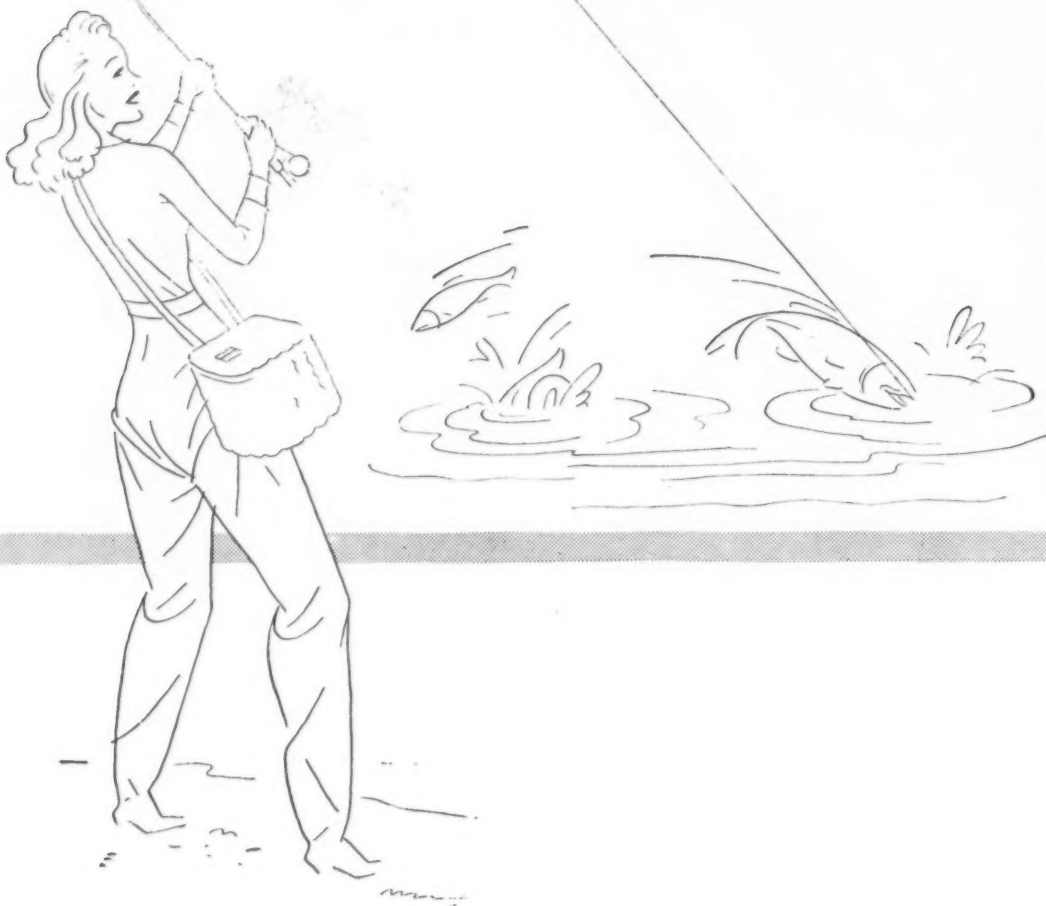
WHO for IOWA PLUS!

FREE & PETERS, INC., National Representatives • DES MOINES . . . 50,000 WATTS • J. O. MALAND, Mgr.

JULY 15, 1940

[7]

YOU CAN'T MISS...IN PROVIDENCE!



NO fish-story is this market's record for rising to the lures of advertisers whose tackle includes Rhode Island's dominant media. In Providence the complete angler finds great density of population; geographical compactness; industrial diversification; stable buying power; and per capita incomes 23% — cash reserves 157% — larger than the U. S. averages.

Everybody reads the **PROVIDENCE JOURNAL-BULLETIN**
In New England's Second Largest Market!

REPRESENTATIVES: Chas. H. Eddy Co., Inc. • New York • Chicago • Boston • Atlanta • R. J. Bidwell Co. • San Francisco • Los Angeles



"Here's a real money-saving contribution to the Sales Department. New sheets go in—old ones come out. That keeps our catalog always up-to-date for our customers."

STRONG ENOUGH for industrial manuals SMART ENOUGH for toiletry catalogs

It's hard to realize that anything as delicate as a diamond, can also be as tough as a diamond. But that's also true of Swing-O-Ring.

Three to six times stronger than ordinary loose-leaf binding... Pick up a Swing-O-Ring job by one sheet—shake it—it holds! We call that *page insurance*.

A $\frac{1}{2}$ " Swing-O-Ring holds a full $\frac{1}{2}$ " of paper. That's capacity—without waste. But simultaneously—the binding itself requires only $\frac{1}{4}$ of total space of most bindings. And that means less space—and less weight—in a salesman's kit. Or a neater, more compact foldover or foldback. Or just plain good looks.

Now picture 4" or 40" of Swing-O-Ring in colors—white metal or any color you wish—matching or contrasting with the rest of the job. Tough—"delicate"—colorful. And competitive in price.

Swing-O-Ring is manufactured by The Fred Goat Co., Inc.—long recognized for its precision engineering technique. It is your assurance of a quality product that will give dependable, satisfactory service.

Swing-O-Ring has now been used so many different ways—we say: *Whatever job you've got on hand*—either catalog or sales manual—ask your printer to dummy it up for you—in Swing-O-Ring. You'll like its serviceability; you'll like its looks... Also—write us today on your business letterhead for a free Swing-O-Ring pocket notebook.



Your printer will gladly supply a Swing-O-Ring dummy for your next job... Also write us today on your business letterhead for Free Swing-O-Ring pocket notebook.

Swing-O-Ring

THE MODERN MECHANICAL BINDING WITH LOOSE-LEAF FEATURES

SWING-O-RING, INC.

A division of The Fred Goat Co., Inc.

308 Dean Street



Precision Engineers.. Established 1893
Brooklyn, N.Y.

THERE'S A SWING-O-RING LICENSEE IN YOUR AREA

CALIFORNIA—LOS ANGELES
Coast Envelope and Leather Products Co.

SACRAMENTO
Silvius and Schoenbackler
SAN FRANCISCO
The T. J. Cardoza Co., Ltd.

COLORADO—DENVER
The W. H. Kistler Stationery Co.

CONNECTICUT—HARTFORD
Plimpton Mfg. Company

NEW HAVEN
The Peck Bindery, Inc.

DIST. OF COLUMBIA—WASHINGTON
George A. Simonds and Company

IOWA—DES MOINES
Hawkeye Bindery Company

ILLINOIS—CHICAGO
Ellingsworth Mfg. Company

INDIANA—INDIANAPOLIS
C. T. Nankervis Co.

MARYLAND—BALTIMORE
Moore & Company, Inc.

MASSACHUSETTS—BOSTON
Thomas Groom & Company, Inc.

HOLYOKE
Kamket Corporation
SPRINGFIELD
Springfield Printing & Binding Co.
WORCESTER
J. S. Wesby & Sons

MISSOURI—KANSAS CITY
Brent Printers

ST. LOUIS
National Cover and Mfg. Co., Inc.

MICHIGAN—DETROIT
The Burkhardt Company

NEBRASKA—LINCOLN
Woodruff Printing Company

NEW JERSEY—NEWARK
W. C. Horn Bro. & Co., Inc.

PARALLEL WIRE BINDING CO.
RUTHERFORD
The Garraway Company

NEW YORK—BEAVER FALLS
Beaverite Products, Inc.

NEW YORK
Brewer-Cantelmo Co., Inc.

McKenzie Service Inc.
Sloves Mechanical Binding Co.

ROCHESTER
Wm. F. Zahndt and Son

SAUGERTIES
Saugerties Manufacturing Co.

SYRACUSE
Erhard & Gilcher

NORTH CAROLINA—RALEIGH
Edwards and Broughton Company

OHIO—CINCINNATI
Charles F. Sterneberg

CLEVELAND
The Forest City Bookbinding Co.

The Mueller Art Cover & Binding Co.

PENNSYLVANIA
CLIFTON HEIGHTS (Adj. Phila.)
Buchan Loose-Leaf Records Co.

PHILADELPHIA
National Publishing Company

Novelly Bookbinding Company

PITTSBURGH
S. A. Stewart Company

TEXAS—DALLAS
American Beauty Cover Company

UTAH—SALT LAKE CITY
Stevens and Wallis, Inc.

WISCONSIN—MILWAUKEE
The Heinn Company

CANADA—TORONTO, 2
The Luckett Loose Leaf, Ltd.

ENGLAND—LONDON
Fisher Bookbinding Co., Ltd.

Pirie, Appleton and Co., Ltd.

HOLLAND—AMSTERDAM
Blikman and Sartorius, N. V.

SWEDEN—STOCKHOLM
Aktiebolaget P. Herzog and Soner

SWITZERLAND—BERNE
Alfred Weber A. G.



THEY PUT THESE BAGS IN AN EYE-APPEAL PACKAGE

*... because it sells
more Sanette Bags*

THIS well designed "Cellophane" unit of six Sanette bags, by Master Metal Products, Inc., Buffalo, New York, is *another* instance where "Cellophane" cellulose film has helped solve a tough selling problem. Dealers prefer transparent packaging because it encourages many more voluntary purchases and cuts cost of sales.

REASONS WHY: The *transparent* package shows the product. The *informative* package tells shoppers about its uses. The *sparkling* package catches shoppers' eyes and wins prominent display on counters.



Cellophane

TRADE MARK

"Cellophane" is a trademark of E. I. du Pont de Nemours & Co. (Inc.)



HELP...HELP...HELP!

► Do you need help in designing your package to stop shoppers and start sales? For information on how your product can use the extra sales appeal of transparent "Cellophane" cellulose film, just write: "Cellophane" Div., Du Pont, Wilmington, Del.

Yours... ON A SILVER PLATTER



... THE MARKET WITH MORE MONEY TO SPEND

Year in and year out, the prosperous WTIC market ranks with the nation's best. The latest figures show this grand market more than ever at the top of the heap today.

Last year, for instance, the 420,895 families in our primary area alone had—and spent—84.3% *more* money per family for consumption goods than the national average.* Their per family purchases even topped the

remainder of better - than - average New England by 10.9%!**

Here's a market that can and will buy your product—*lots of it*. WTIC gives you this big, convenient, billion-dollar market literally on a silver platter!

* *National Resources Committee*

** *Printers' Ink Market Explorations*

WTIC 50,000 WATTS

A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

2 + 2 = 4

LESSON FOR TODAY

THIS is a time of strange arithmetic. Two plus two no longer equals four the world over. In one country this sum may equal five. Just across the border it may equal five hundred, or five hundred thousand, according to the law of the land or the whim of its dictator.

The fundamental social, economic and even mathematical truths upon which civilization stands have been chewed, twisted, wrenched and blasted away from many parts of the earth.

But in America two plus two still equals four. And FORTUNE, believing that civilized life will quickly smother unless there is a free circulation of ideas throughout the entire body politic, has opened new and vital channels of communication.

The first of these, and the heart of FORTUNE's editorial policy, is the Corporation Story. Here, for the first time, Business was able to communicate with and measure itself against Business, using

the only truly satisfactory language in the world—the seasoned language of experience.

The next channel that FORTUNE opened was one that leads by many varied and circuitous ways into the hearts, heads and individual hankerings of the American people—The FORTUNE Survey. FORTUNE was the first to apply to factual journalism the sampling of public opinion which makes it possible for a whole people to know what they, as a people, are thinking one month, and how they are likely to act the next.

Then there is The FORTUNE Round Table. Just what FORTUNE means by free communication of ideas may best be seen by looking at this group in action. Here FORTUNE invites for open discussion a dozen or more men whose business it is to be informed on an important subject—such as Taxation, Railroads, Employment, or Foreign Trade—but whose views are known to be widely

divergent. Through the Round Table an “area of agreement” is worked out. And the generous size of this area surprises no one more than the Round Table members themselves.

By such means, and by new ones to come, FORTUNE each month is helping to keep sharp America's sense of arithmetic . . . to make certain that, so long as we are a democracy, maintaining free speech and a free press, two plus two will never be pushed up to four and one-half, to four and one-quarter, or to four and one-eighth. . . . For we have seen that in dealing with basic truths, a deviation of even one-millionth of an inch is fatal.

Fortune

Significant Trends

As seen by the Editors of SALES MANAGEMENT for the fortnight ending July 15, 1940:

How Are Your Orders?

THE GENERAL INDEX OF INCOMING ORDERS maintained by *Barron's* continues to rise, and for the week ending June 22 reached the highest level since early last October. It emphasizes a steady four month trend that—barring a sudden slump induced by an early British collapse or a long hiatus between the blue print and the production stages of the American armament program—signals a further rise in business activity.

Very little of this rush of new business is a direct result of the armament program, for that is still largely in the blue-print stage. Really big orders are yet to be placed. Neither does it seem to be a repetition of last Fall's inventory boom which occurred at the outbreak of the European war. The defense program when well under way should provide steady increasing demand.

A good illustration of the extensive ramifications of the armament program is to be seen in the announcement of Packard's plan for a \$30,000,000 building program which would have to be rushed through to completion before they could start work on the order for 9,000 Rolls-Royce Merlin engines which is now pending. They will also hire 14,000 additional skilled workers if the contract goes through.



Partly as a result of necessary factory building to handle defense orders and partly through general prosperity created by more and more people being employed at good wages and being able to afford new homes, several experts in the building industry are enjoying a rash of optimism. Bror Dahlberg, president of Celotex Corp., declared the other day in his annual Summer survey of the building outlook, "The building industry is on the threshold of the greatest period of building activity ever witnessed in the United States."

It is true that residential home activity is in a healthy state and Mr. Dahlberg's enthusiasm about coming plant expansions seems justified in view of the June figures on building contracts awarded, as compiled by *Engineering News-Record*. The month's volume has been exceeded only once in the past ten years. The volume of industrial contracts awarded in the first half of the year was exceeded only once in the 11 years since 1929, was double 1939's first half volume and two and a half times greater than in 1938.

The optimism in the building industry is exemplified by the Upson Co., which was for many years one of the nation's largest advertisers. Now after a period of comparative inactivity, the company has decided to embark once more on an extensive national program. The reason? The government estimates that 500,000 small homes will be built in this country during 1940—a figure which closely approaches the peak building year of 1925. Therefore the company is going into both trade and consumer publications, with direct mail as a supporting medium.



The day-to-day developments in business are confusing, and no one can do any forward planning if he thinks he must have at this time the answers to all the questions. The choice of a President in November, the outcome of the fighting in Europe, what happens in the Far East, South

America—all of these things will affect the *degree* of business change; but they are not likely to affect the general direction, which in this country is up on a long-trend basis.

If, for example, European hostilities cease within the next six months, there may be a mild business recession, but the slight slump will be quickly offset by the increasing rate at which government armament money is being poured into industrial activity. Commodity prices are not likely to slump nor will employment or wages. The Research Institute of America, which has made a thorough and penetrating study of the armament program, is authority for the statement that our coming semi-permanent armament program will, when under way, involve almost 20% of industrial activities.

Fortune Telling

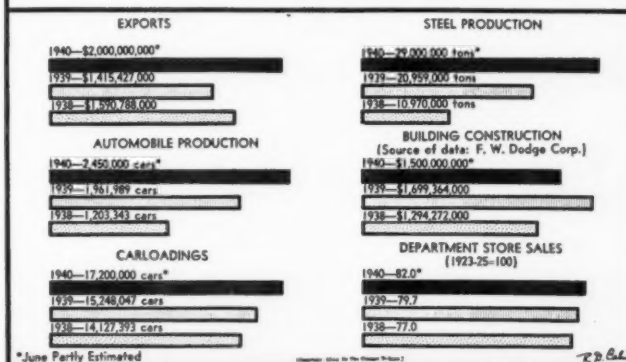
WE MENTIONED A FEW PARAGRAPHS BACK that no business man could do any effective forward planning if he thinks he has to have the answers to *all* questions and problems which may come up in the future. No prognosticators are sufficiently expert to have all of the answers. Less than two and a half months ago the so-called expert prognosticators in the farm field estimated the South West's wheat crop at the lowest figure in 24 years. Lack of rain at planting time and light Winter moisture made such an estimate necessary, so said the experts.

But the rains came to the South West in April. A mellowing sun followed and June 1 presented a pleasant picture for Oklahoma and North Texas farmers. Today those people are looking a \$50,000,000 wheat crop in the face, a crop worth considerably more than the 1939 crop was valued at on a corresponding date.



One of the long-range forecasters right now is going so far as to predict that a few months from now almost the entire central section of the United States is going to dry up and blow away—that we are going to have the worst droughts in 20 centuries. No one can prove him to be wrong until a few months elapse but his dire predictions are quite likely to go the same way as the majority of our fears, both of a personal and business nature, which are never realized.

Statistical Summary of the Nation's Business First Six Months 1938-1940



Speaking of fear, the export market for farm products seems rather dark at the moment. Favorable crop prospects added to heavy supplies make lots of people wonder what is going to happen to the farmer. We don't pretend to know in detail, but we would be willing to make a fair-sized bet that the farmer comes out very well. Washington can and will, if necessary, make generous loans and make them earlier than usual. It will find ways and means, among them the Red Cross, of exporting some of the surplus farm commodities. The Government is extending its food stamp plan. Furthermore, a serious famine is predicted in war-torn Europe this Winter. Food surpluses will be drawn down sharply and prices may advance. Don't sell the farmer short.

He has been a big buyer this year, and the rural retail sales report for May and the first five months shows several points improvement over a year ago. In May the seasonally adjusted index was a third higher than the average for the years 1929 to 1931 which is used by the government as 100.



The food stamp plan began on May 16, 1939, in Rochester, and from that date until today the program has been placed in operation in 68 areas, with 12 more designated for operations in the near future. During the first year, expenditures for surplus foods with blue stamps had a value of approximately \$10,400,000. Obviously this total is too small to have had much effect on farm income thus far; the program has been expanded too cautiously to build box-car figures. But nearly everywhere it has met with the enthusiastic approval of both consumers and retail food merchants, and in the year to come it should become big business, for nearly a thousand communities have applied for the stamp plan.

Department store sales in June were maintained at the May volume although a considerable decline is usual between these months. As a result the Federal Reserve Board's seasonally adjusted index advanced from 87 to 93. The showing is particularly surprising because merchants complained during most of June—and with great reason—that the weather man was against them.

As compared with a year ago, department store gains for the month of June were startling. For the nation the gain was 10% but in the Cleveland district, it was 18, Philadelphia 15, Richmond 14 and Chicago 13.

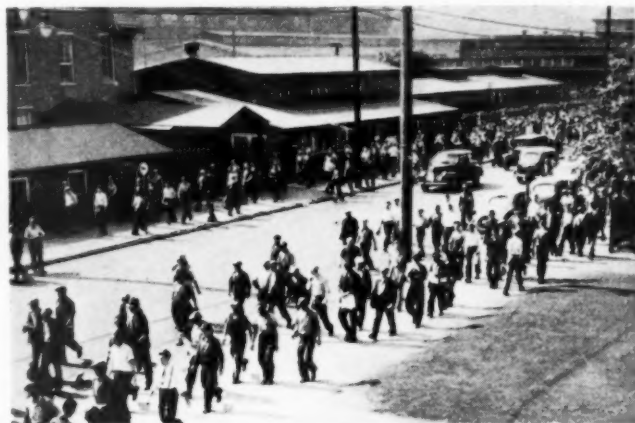
The F. T. C. Objects

THE ZENITH RADIO CORP. has been given 20 days to file an answer to unusual charges brought by the Federal Trade Commission. According to the complaint, Zenith has advertised among other things: "Zenith Short-Wave Radios are guaranteed to bring in Europe, South America, or the Orient every day or your money back!" The complaint also quotes advertising copy devoted to Zenith tubes.

The objection of the FTC is phrased in these words: "Contrary to the respondent's representations, Zenith radio sets equipped with such tubes will not bring in broadcasts from London, Paris, Berlin, Moscow, Rome, and other points in Europe and from South America and the Orient in sufficient volume, free from static, to be distinctly heard at all times and under all conditions." (The italics by SALES MANAGEMENT.)

The complaint is unusual and significant because the italicized portions above were apparently not found in the Zenith advertising copy. The advertiser merely said that his radio would bring in these countries every day or he would return the money. What more has the public a right to expect? SM will report on the outcome.

One of the big ten advertisers, Colgate-Palmolive-Peet Co., recently tangled with the Federal Trade Commission and came out second best. The Dionne quintuplets were an innocent source of annoyance to the Federal Trade Commission members. They didn't like the advertising claim that the soft, smooth complexions of the Dionne quintuplets are directly the result of Palmolive soap—or, for that matter, that use of Palmolive will keep the skin young, thoroughly cleanse the pores or assist in any way toward nourishment of the skin. The FTC, while it was about it, went pretty well through the C-P-P's repertory of products and successfully objected to advertising claims made on six other Colgate products.



Here are a few of the 8,400 employees in the New York Ship Building Co. plant in Camden, N. J., pouring out of the shipyard after the noon-day whistle. The plant is working at full capacity, and pays out more than \$330,000 in weekly wages. The scene will be duplicated in hundreds of plants throughout the country as soon as the armament recovery program gets under full steam. Picture by True Story.

The Idea Corner

AN EVERSHARP, INC., IDEA tried out last week seems worth copying. All delegates to their national sales convention in Chicago made the trip by airplanes from all parts of the United States and Canada. The salesmen got a thrill, and interference with field selling work was held down to a minimum.



Beer drinking is increasing among women, according to a survey just completed by Samuel Gill. Two years ago the number of women in urban areas who drank at all included 69% who drink beer but last month the percentage had increased to 76%. Comparative figures on male beer drinkers are: Two years ago, 88½%; last month, 89%.



E. B. White, former editor of *The New Yorker* now lives on a Maine farm and contributes a monthly article to *Harper's*. Recently he discovered the Sears, Roebuck catalog. "It is a monumental volume," he writes, "and in many households is a more powerful document than the Bible. It makes living in the country not only practical but a sort of perpetual night-before-Christmas." Then, so our friend Bill Feather points out, Mr. White makes a profound observation which gets down to the art and soul of printed advertising.

"When you buy something in a store," Mr. White says, "you see it with your eyes and it has a prosaic and sometimes devastating reality. When you order something from Sears, it exists only in the mind's eye, sugar-coated, triple reinforced, and surrounded by the aura of light."



Berlin

RICHARD E. BERLIN, executive vice-president of Hearst Magazines, Inc., has been named president of Hearst Corp., parent operating company of the Hearst organization. Mr. Berlin joined Hearst Magazines 21 years ago and for the past ten years has been head of the magazine unit. He will continue to hold that post along with his new duties.



Borton

ELTON G. BORTON, director of advertising, LaSalle Extension University, Chicago, was elected president of the Advertising Federation of America at its annual convention in Chicago late in June. Former president of the Chicago Federated Advertising Club and the Advertising Managers' Club of Chicago, Mr. Borton is at present a member of the magazine committee of the Association of National Advertisers and of the copy testing committee of the Advertising Foundation.



Bayne

JOSEPH E. BAYNE has been named general sales manager of the Plymouth Motor Corp., division of Chrysler Corp., succeeding L. D. Cosart, who has been named sales manager of the truck division of Dodge. For the past year Mr. Bayne was assistant sales manager of Plymouth and before that time was director of sales in the Chrysler Sales division and president of Chrysler-Detroit Co.



Tucker

R. B. TUCKER, who joined Pittsburgh Plate Glass Co. in 1929 as manager of glass sales, has been made director of glass sales. Before joining the Pittsburgh company, Mr. Tucker was president of Standard Plate Glass Corp., and previously had been associated with the John B. Gordon Co., of Cuba, importers; Contractors Supply Corp. and Building Supplies Corp.

NEWS REEL



Doriot

GEORGES F. DORIoT, chairman of the executive committee and a director of McKeesport Tin Plate Corp., has been elected president of the company to succeed J. P. Fife. Mr. Fife resigned as acting president but will continue as chairman of the board.



Vining

VERNON E. (Sam) VINING has resigned as director of department store sales, Westinghouse Electric and Manufacturing Co., Mansfield, Ohio, to join Proctor Electric Co., Philadelphia, as merchandising manager, a new post. Well known as a speaker, Mr. Vining before joining Westinghouse was sales manager of Servel, Inc.



Wertheimer

ADOLPH WERTHEIMER has been appointed sales manager of Albert Specialty Co., Chicago, manufacturers of photographic accessories and supplies. Mr. Wertheimer goes to the Chicago firm from Besbee Products Corp., Trenton, N. J., where he originated that company's photographic department recently purchased by the Albert organization.



Sellers

STEELE R. SELLERS succeeds Harry M. Parsons, resigned, as sales manager of the electric range department, Kelvinator division Nash-Kelvinator Corp. Mr. Sellers, who for the past 18 years has been in public utility merchandising work, before joining Kelvinator was with West Penn Power Co.

Photograph of Mr. Doriot by Bachrach.

How "Pot O' Gold" Promotion Put Tums on "Nation's Tongue"

Lewis-Howe Co. woke up one morning and found itself the possessor of an undeniably sensational radio hit . . . the beneficiary of a publicity "natural" . . . the gratified recipient of a vastly increased number of orders for Tums. Now they're sponsoring another network show and going into their first large space magazine advertising campaign.

"POT O' GOLD" also has brought a pot of gold to Lewis-Howe Co.

In the last 39 weeks, Lewis-Howe has presented a total of \$39,000 to a Florida exterminator, a Massachusetts woodworker, a North Carolina clergyman, a Michigan grocery clerk, an Oklahoma dairyman, a Kentucky lumberman, a Minnesota farmer and 32 other more or less typical people between Connecticut and California.

These 39 have got a pot, individually, of \$100, \$1,000, \$1,900 or \$2,800.

\$1,000 is what you might call Lewis-Howe's regular, basic weekly offer on its "Pot O' Gold" radio network program.

It's what you get . . . if you have a residence telephone in your own name . . . if that phone is listed in one of the 170 500-page standardized, for size, phone books in the studio where "Pot O' Gold" is broadcast . . . if the "selector" swings successively to your book, to your page, and to the number on the page which indicates your name.

And if your phone answers when the "Pot O' Gold" people call to announce your good fortune.

If you are home, and answer the phone, and the fellow called the week before did not, you get \$1,000 plus \$900.

If he'd answered, he would have got \$1,000. As it was, he got only \$100.

Not so many lose out nowadays, though. More and more have the habit of staying home "Pot O' Gold" night. A few get "gold" for it — in the form of a check from Lewis-Howe Co., delivered by Western Union. A lot get a good show and good fun.

And a lot are buying Tums.

Tums are *la raison d'être* of the whole scheme.

They are made by Lewis-Howe Co., St. Louis, for the "quick relief of acid-indigestion." They have been on the market about six years, and retail in a roll of 12 tablets for a dime or three rolls for a quarter.

Lewis-Howe has had many years of experience in selling drug products. Until last September Tums were coming along pretty well, in a more conventional way. When people's stomachs sometimes ached, people sometimes bought them. Due to "Pot O' Gold," Tums have become, in these nine months, virtually as "universal" a product and as "generic" a term for a type of product as Wrigley or Life-Savers. They are displayed and sold by retailers and bought by consumers

everywhere in these United States that some of the 40,000,000 radio sets and 20,000,000 telephones penetrate.

Truly, Tums are toning up the nation's tummy.

And they are doing some things to the nation's listening habits.

From September 26 to June 13, "Pot O' Gold" was broadcast over a coast-to-coast NBC Red Network at 8:30 Tuesday night. That is the time of "Information Please" on the Blue Network. CBS, Mutual and independent stations also had, and have, their audience bids in at that hour.

The various 8:30 Tuesday night shows, reports of C. E. Hooper, Inc., indicated, had from 3.8 to 26.8% of all sets operating.

This story does not intend to compare "Pot O' Gold" in pulling power with other shows. It will not even estimate how many million listeners this particular show has. But it can be pointed out that "Pot O' Gold" apparently has created millions of new listeners for that evening and hour — and probably for radio as a whole. The Hooper reports say, for example, that in February, 1939, at this hour, 21.7% of radio families were not at home and 38.9% of those at home were not listening. In February, 1940, only 15.4% were not at home and



It's facsimile gold in a facsimile pot that Lewis-Howe uses to promote the program — and Tums — at the point of sale. In addition to this counter display and the one at the right, which reminds customers of a personal appearance of Horace Heidt in the local theatre, dealers are supplied with "Pot O' Gold" pennants, "\$1,000 greenbacks," tie-up ads for newspaper radio pages, and a booklet to help the retailer explain to his customers how the giant selector works.

The telephone is all important to the Tums program, as it is to the jittery million who sit at home Thursday nights hoping it will ring. Tums uses car cards to remind Mr. and Mrs. Radio Listener that their telephone might ring to the tune of \$1,000 one of these "Tumsday nights."

The gain was not at the expense of "Information Please," which held its large following throughout the year, or of other shows at that time, said executives of Stack-Goble Advertising Agency, who handle "Pot O' Gold." It represented primarily a brand new audience.

It's too early yet for surveys, tabulations and charts to tell how the new set-up is doing, but the Lewis-Howe assumption is that it's doing nicely.

All of which gets us down, more specifically, to *why* and *how* "Pot O' Gold" has clicked.

Suppose, for instance, that the show went weeks or months without the families of the people "selected" being home, and thousands and thousands of dollars intended for them were undistributed . . . People would start crying "phoney!" . . .

in the offer and the selection, that they didn't hear the commercial . . . Suppose, in other words, the program didn't sell enough Tums to carry it . . .

Suppose the offer and the chance element so dominated people's minds that they would not permit the show—starring Horace Heidt and his orchestra, etc. — to stand on its own feet as entertainment . . .

As it proved, however, the "gold" was appealing, but people liked the show, too. And they also got the Tums habit.

The idea for the show, the show itself, and the commercial could be developed in advance as fool-proof as possible. People could be made to listen, to enjoy, and to buy. But no one could predict how many successive duds, in the way of absentee phone customers, the selector might hit.

In this respect, the Tums show was lucky. In 39 weeks there have never been more than two misses in a row. And only two sets of these. Only twice has the pot piled up to \$2,800. Never has it gone beyond this. For five weeks on end Lewis-Howe has paid an even \$1,000 regularly.

Lewis-Howe has also been lucky in the fact that only one person — Cornelius C. Dumont of Albany, N. Y. — has gone to court to claim that he should have had \$1,000 when he only got \$100. Nearly everyone else — winners and losers — have praised the fairness of the plan.

The fact that the winners have cropped up in so many sections of the country has brought a lot of local and sectional publicity. The averageness of the winners and the chance element have attracted special writers and columnists.

it sells goods. As Alton Cook, radio columnist of the New York *World-Telegram*, explained a couple of months ago:

"Eight-thirty Tuesday night is the hour when the maximum number of people have their radio sets turned on . . . 50% of radio listeners. Either Charlie McCarthy or Jack Benny will draw about 40% . . . but there's a difference in the expense account.

"The three Tuesday night shows all start from small potatoes with an idea — no great and expensive name. The salary list of all three can be set at well under \$10,000 . . . well under the cost of either the Benny or the McCarthy program."

To the "salary list," of course, Tums adds exactly \$1,000.

There were some problems, and some opportunities, in "Pot O' Gold" publicity which perhaps were not fully anticipated.

The Lewis-Howe and Stack-Goble people were quite sure that "Pot O' Gold" was not a "lottery." There is the element of "chance" in it, of

Tums tells dealers there's a "Pot O' Gold" in extra Tums profits!" awaiting tie-up with the program promotion, in this ad which appeared in *Drug Topics*.

course, but no "consideration" — no financial investment or active work on the part of the participant is required. All one must do is to stay home and sit on one's fanny within earshot of the telephone — and preferably the radio too.

From this standpoint, it was felt that "Pot O' Gold" was fairer than a lot of "I like Alfalfa Flakes because . . ." contests—with the accompanying box tops, and the necessity of *buying* something, and then *doing* something about it.

But the Government *will* look into things.

Lewis-Howe did not try out "Pot O' Gold" on a regional basis. They believed the plan was fair for listeners and safe for themselves. They launched it all over the country, right off the bat.

The Post Office Department became interested because a lot of material was mailed to dealers. Among this material were store pennants, announcing the program and the give-away . . . "\$1,000 greenbacks" . . . display cards . . . tie-up ads for newspaper radio pages . . . a booklet to help retailers explain the selection to customers . . . cards announcing personal appearances of Horace Heidt and His Musical Knights in certain cities. Other tie-up media included car cards, spreads in trade papers, book matches, letter-heads. Dealers were told to "display Tums for *your* Pot O' Gold." (Tums come in a fold-out counter display package.) A facsimile pot containing facsimile gold also was available for counter display. A million sets of "rules" were distributed.

The Federal Communications Commission became interested. Radio programs are in its bailiwick. It seems, also, that there is a clause in the FCC Act, on lotteries, identical with a Post Office Department law.

And the Federal Trade Commission had to investigate, too.

The P. O. Department let it go . . . The FCC chewed it over, then turned it over to the Department of Justice, which, eventually, turned it back to the FCC, without action . . . The FTC probably decided it had other matters to attend to.

But enough discussion and controversy and investigation had been done to keep "Pot O' Gold" in the news for months, before it was cleared. And enough audiences had then been built for the show to cause rival forms of entertainment serious concern.

Some movie groups, for example, brought pressure to bear to get "Pot O' Gold" off the air — and to get people out of their homes and into the movies. Some movie houses started "pots o' gold" of their own. One offered to pay \$1,000 to anyone in the audience who *might* be phoned by "Pot O' Gold" on Tuesday nights.

But other groups — teacher and religious organizations, &c. — have not complained, and the public, by and large, has been happy. The prospect, however dim, of having someone phone from thousands of miles away to say that he wants to present you with \$1,000, seems to appeal to most of us.

The winners, of course, are especially pleased.

Take, for example, Mr. and Mrs. L. Yount, of Cushing, Okla. They wrote:

"We were sure thrilled over the 'Pot O' Gold' and mighty happy.

"We want to thank you many, many times over.

"Tums will never be forgotten, and we will continue to use them . . .

"We are going to use the 'Pot O' Gold' (\$1,000) to pay what we owe at the bank, and a few other little debts. Then what is left we will use in the home fixing it up.

"We have always wondered how anyone would feel that had good luck drawing something. So now we know how they feel."

Lewis-Howe Co. feels rather good about it, too.

products we receive more and more evidence of the trend to this modern way of removing whiskers."

Texas Ranger Belts

Texas Tanning & Manufacturing Co., of Yoakum (pop. 5,656) breaks into the national market with a campaign for its Texas Ranger belts.

August issues of *Esquire*, *Apparel Arts*, *Field & Stream*, *Country Life*, *Outdoor Life*, *Hunting & Fishing*, *National Sportsman*, *Town & Country* will tell readers "from down in Yoakum, Texas, land of the hell-for-leather Texas rangers, comes the smash hit in men's belt style. Made by the makers of famous Hereford saddles . . . Hand-tooled and hand-stamped designs . . ." Prices range from the \$1 Davy Crockett to the \$10 Sam Houston.

Copy (by Tracy-Locke-Dawson, Dallas) continues: "Buckle attached to outer billet straps leaves surface next to body smooth like tongue of shoe. Gives new feeling of security. Almost makes you want to swagger."

Wohl Shoe

Wohl Shoe Co., St. Louis, has entered into the biggest national advertising campaign in its history for the coming Fall; possibly the biggest in the history of the popular-priced shoe field. In this, its eleventh season of extensive national advertising, Wohl will employ 26 magazines to place its four brands—Paris Fashion, Connie, Natural Poise and Jacqueline shoes (priced at \$3 to \$7.50)—before the eyes of women. The appropriation, including newspaper space, will top \$500,000.

Full pages in color and in black-and-white, half-pages and quarter-pages, will appear in *Vogue*, *Harper's Bazaar*, *Mademoiselle*, *Good Housekeeping*, *McCall's*, *Woman's Home Companion*, *Cosmopolitan*, *Ladies' Home Journal*. In the story and picture groups are *True Story*, *Photoplay*, *True Confessions*, *Motion Picture*, *Screen Book*, *Romantic Story*, *Movie Story*, *Hollywood*, *True Romances*, *Movie Mirror*, *Love and Romance*, *Radio Mirror*, *True Experiences*. Combined circulation is more than 26,000,000.

In addition to this, dealer cooperative newspaper ads have been planned, tied to the national ads. Wohl has its own advertising department consisting of copywriters, layout men and 14 artists who create a schedule of timely newspaper mat ads which are available without cost to the dealer throughout the year. These tie in not only with national campaigns but the vari-

Advertising Campaigns

[Old and New Products as Promoted in Newspapers, Magazines, Radio and Business Publications]

Meds

Personal Products Corp., New Brunswick, N. J., makers of Modess, introduce Meds, "internal sanitary protection," in 80 newspapers of 76 cities and in *Glamour*, *Cosmopolitan*, *Red Book*, *Mademoiselle*, *Ladies' Home Journal*, *Good Housekeeping*, *True Story*.

The campaign has been tested in seven major markets "with highly satisfactory results." The product has been tested in laboratories and by women since 1935. Meds retail for 20 cents.

Young & Rubicam, N. Y. is the agency.

Remington Dual

"Remington Dual Shavers have been responsible for the best six months in the history of the General Shaver division," says Harry Landsiedel, vice-president of Remington Rand, Inc., and general manager of the Bridgeport plant.

"Up to June 15, nearly 500 newspapers and several hundred thousand lines of copy were used by retailers in a co-op campaign. Both the national ads, by BBDO, N. Y. agency, and the co-op effort will be greatly extended in the Fall and holiday season.

"Every day as electric shaver manufacturers continue to improve their

ous seasons, holidays and sale events of the year.

Elaborate and unusual window backgrounds have been prepared which will incorporate unique, electrically lighted shadow boxes for the "spot-lighting" of shoe styles by the dealer. Other display material is offered consisting of new neon fluorescent trade name signs, posters and window cards, to be distributed during the year for important selling periods. Especially notable in the list are electrically transcribed, dramatized, one-minute radio programs which have been used by dealers for several seasons with outstanding sales results. These are also supplied gratis.

John B. Johans is advertising and publicity director. The national advertising is placed by Roche, Williams & Cunyngnam, Chicago.

Mr. Meek

"The Adventures of Mr. Meek" is the title of a comedy series which Lever Brothers Co. has started on 63 CBS stations. Time is Wednesdays, 7:30-8:00 p.m. Product is Lifebuoy soap. William Esty, N. Y. is the agency.

Other Lever programs are "Uncle Jim's Question Bee," evening program on 67 stations and 31 Canadian Broadcasting Corp. stations for Rinso; "Big Sister," five-a-week daytime serial on 72 CBS and 26 CBC stations, also for Rinso; "Aunt Jenny's Real Life Stories," five-a-week serial on 65 CBS stations for Spry.

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S-C's FM

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"We attribute this rise to the fact that Stromberg-Carlson introduced all purpose radios with the frequency modulation band in January. Now, with the possibility that as many as 1,000 FM stations may be broadcasting commercially within a year, we are looking forward to a tremendous gain in the popularity of FM programs with continuing sales acceleration for S-C dealers."

To help that pick-up, the company is using space in *S.E.P.*, *Life*, *Time*, *Collier's*, *New Yorker* stressing S-C's

all-purpose sets and talking especially about FM's extended musical range with no static. Stewart, Hanford & Casler, Rochester, is the agency.

NO INCREASE IN PRICE!

PHILIP MORRIS

pays the new National Defense Tax for you
—on Philip Morris—America's finest cigarette—proved better for your nose and throat!



CALL FOR PHILIP MORRIS

In quarter-page newspaper space in the 23 states which have no state tax on tobacco, Philip Morris is announcing that it "pays the new National Defense Tax for you—on Philip Morris." Biow Co., N. Y., is the agency.

All-American Cruise

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Before switching to the "picture-balloon" style, Visking employed a research organization to make a two-months' study of advertising preferences among consumers; checkers queried men and women on the types of advertising they read most. Result: The company's decision to use actual photographs of people in natural positions discussing the merits of the product. Thus, think Visking executives, copy writers can tell "a broader story in a more informal way." Each ad contains a timely and appetizing "hot weather recipe" calling for a skinless product.

Though Visking advertises to the public, it manufactures and sells nothing to consumers. Its products are meat casings sold to packers for making frankfurters, weiners and other meat products. Before these are sold to the public, casings are skinned off to obtain the skinless meats. Thus Visking's advertising to the public is planned to build demand for the products of the packers to whom it sells Visking products.

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Summer Bid

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Armed with results such as that from a recent study of the liquor business, National Distillers Products Co., N. Y., launched last week "the strongest campaign of Summer advertising since repeal" for its leading brands, using 21 national magazines with a total readership of 17,775,000, "several hundred" daily newspapers c-to-c, and 21 trade papers in the liquor, hotel and restaurant fields.

Such warm weather appeals as the following are featured copy themes: For Old Overholt bonded rye, "Summer Only Stresses Old Overholt's Year-Round Popularity"; for Mount Vernon bonded rye, "Be a Popular Summer Host"; and for Old Granddad bonded bourbon, "The Grandest Summer Drink of All." Old Taylor bonded bourbon will be stressed as "Fragrant as Mint."

Other brands to share in the campaign are Old Crow rye and bourbon, P-M de Luxe and Eagle blended whiskies. Old Angus Scotch will continue to be plugged in magazines, and newspaper and magazine ads will continue for Gilbey's gin and Don Q and Red Heart rums.

Agencies are Arthur Kudner, Lawrence Fertig and Topping & Lloyd.

But the Government *will* look into things.

Lewis-Howe did not try out "Pot O' Gold" on a regional basis. They believed the plan was fair for listeners and safe for themselves. They launched it all over the country, right off the bat.

The Post Office Department became interested because a lot of material was mailed to dealers. Among this material were store pennants, announcing the program and the give-away . . . "\$1,000 greenbacks" . . . display cards . . . tie-up ads for newspaper radio pages . . . a booklet to help retailers explain the selection to customers . . . cards announcing personal appearances of Horace Heidt and His Musical Knights in certain cities. Other tie-up media included car cards, spreads in trade papers, book matches, letter-heads. Dealers were told to "display Tums for *your* Pot O' Gold." (Tums come in a fold-out counter display package.) A facsimile pot containing facsimile gold also was available for counter display. A million sets of "rules" were distributed.

The Federal Communications Commission became interested. Radio programs are in its bailiwick. It seems, also, that there is a clause in the FCC Act, on lotteries, identical with a Post Office Department law.

And the Federal Trade Commission had to investigate, too.

The P. O. Department let it go . . . The FCC chewed it over, then turned it over to the Department of Justice, which, eventually, turned it back to the FCC, without action . . . The FTC probably decided it had other matters to attend to.

But enough discussion and controversy and investigation had been done to keep "Pot O' Gold" in the news for months, before it was cleared. And enough audiences had then been built for the show to cause rival forms of entertainment serious concern.

Some movie groups, for example, brought pressure to bear to get "Pot O' Gold" off the air — and to get people out of their homes and into the movies. Some movie houses started "pots o' gold" of their own. One offered to pay \$1,000 to anyone in the audience who *might* be phoned by "Pot O' Gold" on Tuesday nights.

But other groups — teacher and religious organizations, &c. — have not complained, and the public, by and large, has been happy. The prospect, however dim, of having someone phone from thousands of miles away to say that he wants to present you with \$1,000, seems to appeal to most of us.

The winners, of course, are especially pleased.

Take, for example, Mr. and Mrs. L. Yount, of Cushing, Okla. They wrote:

"We were sure thrilled over the 'Pot O' Gold' and mighty happy.

"We want to thank you many, many times over.

"Tums will never be forgotten, and we will continue to use them . . .

"We are going to use the 'Pot O' Gold' (\$1,000) to pay what we owe at the bank, and a few other little debts. Then what is left we will use in the home fixing it up.

"We have always wondered how anyone would feel that had good luck drawing something. So now we know how they feel."

Lewis-Howe Co. feels rather good about it, too.

products we receive more and more evidence of the trend to this modern way of removing whiskers."

Texas Ranger Belts

Texas Tanning & Manufacturing Co., of Yoakum (pop. 5,656) breaks into the national market with a campaign for its Texas Ranger belts.

August issues of *Esquire*, *Apparel Arts*, *Field & Stream*, *Country Life*, *Outdoor Life*, *Hunting & Fishing*, *National Sportsman*, *Town & Country* will tell readers "from down in Yoakum, Texas, land of the hell-for-leather Texas rangers, comes the smash hit in men's belt style. Made by the makers of famous Hereford saddles . . . Hand-tooled and hand-stamped designs . . ." Prices range from the \$1 Davy Crockett to the \$10 Sam Houston.

Copy (by Tracy-Locke-Dawson, Dallas) continues: "Buckle attached to outer billet straps leaves surface next to body smooth like tongue of shoe. Gives new feeling of security. Almost makes you want to swagger."

Wohl Shoe

Wohl Shoe Co., St. Louis, has entered into the biggest national advertising campaign in its history for the coming Fall; possibly the biggest in the history of the popular-priced shoe field. In this, its eleventh season of extensive national advertising, Wohl will employ 26 magazines to place its four brands—Paris Fashion, Connie, Natural Poise and Jacqueline shoes (priced at \$3 to \$7.50)—before the eyes of women. The appropriation, including newspaper space, will top \$500,000.

Full pages in color and in black-and-white, half-pages and quarter-pages, will appear in *Vogue*, *Harper's Bazaar*, *Mademoiselle*, *Good Housekeeping*, *McCall's*, *Woman's Home Companion*, *Cosmopolitan*, *Ladies' Home Journal*. In the story and picture groups are *True Story*, *Photoplay*, *True Confessions*, *Motion Picture*, *Screen Book*, *Romantic Story*, *Movie Story*, *Hollywood*, *True Romances*, *Movie Mirror*, *Love and Romance*, *Radio Mirror*, *True Experiences*. Combined circulation is more than 26,000,000.

In addition to this, dealer cooperative newspaper ads have been planned, tied to the national ads. Wohl has its own advertising department consisting of copywriters, layout men and 14 artists who create a schedule of timely newspaper mat ads which are available without cost to the dealer throughout the year. These tie in not only with national campaigns but the vari-

Advertising Campaigns

[Old and New Products as Promoted in Newspapers, Magazines, Radio and Business Publications]

Meds

Personal Products Corp., New Brunswick, N. J., makers of Modess, introduce Meds, "internal sanitary protection," in 80 newspapers of 76 cities and in *Glamour*, *Cosmopolitan*, *Red Book*, *Mademoiselle*, *Ladies' Home Journal*, *Good Housekeeping*, *True Story*.

The campaign has been tested in seven major markets "with highly satisfactory results." The product has been tested in laboratories and by women since 1935. Meds retail for 20 cents.

Young & Rubicam, N. Y. is the agency.

Remington Dual

"Remington Dual Shavers have been responsible for the best six months in the history of the General Shaver division," says Harry Landsiedel, vice-president of Remington Rand, Inc., and general manager of the Bridgeport plant.

"Up to June 15, nearly 500 newspapers and several hundred thousand lines of copy were used by retailers in a co-op campaign. Both the national ads, by BBDO, N. Y. agency, and the co-op effort will be greatly extended in the Fall and holiday season.

"Every day as electric shaver manufacturers continue to improve their

ous seasons, holidays and sale events of the year.

Elaborate and unusual window backgrounds have been prepared which will incorporate unique, electrically lighted shadow boxes for the "spot-lighting" of shoe styles by the dealer. Other display material is offered consisting of new neon fluorescent trade name signs, posters and window cards, to be distributed during the year for important selling periods. Especially notable in the list are electrically transcribed, dramatized, one-minute radio programs which have been used by dealers for several seasons with outstanding sales results. These are also supplied gratis.

John B. Johans is advertising and publicity director. The national advertising is placed by Roche, Williams & Cunyningham, Chicago.

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Kansas City Power & Light Co.'s outdoor advertising does not even mention bituminous coal . . . instead pictures the stoker as an electric appliance, economical, clean and easy to purchase. But sales figures showed that 56% of the stokers purchased in 1939 in the Kansas City area replaced high-priced smokeless coal . . . squelched the last of the coal operators' objections to advertising another industry's product.

The Story of 22 Coal Men Who Refused to Take the Count

Coal tonnage in Missouri and Kansas declined more than 60% between 1925 and 1939. Then the Bituminous Coal Utilization Committee got together, raised a cooperative advertising fund, and started to do some two-fisted selling. Already the sales curve has turned sharply upward.

BY A. R. STOCK

*Sales Manager, Sinclair Coal Co.,
Kansas City, Mo.*

Chairman, Bituminous Coal Utilization Committee

UNTIL 1939 the sale of bituminous coal in Oklahoma, Kansas and Missouri, where a great deal is produced, had fallen sharply and without interruption for ten years. At St. Joseph, Mo., where, in the 1920's, over 1,000,000 tons were used annually, consumption had fallen to 125,000 tons a year, and 25,000 tons of that was "truck mine" coal. In Missouri, Kansas, and Kansas City from 1925 to 1939 tonnage declined 60.2%. The coal industry had lost as customers every packing plant along the Missouri River—and there are plenty of them. It didn't seem to matter whether the market was industrial or domestic, it kept right on disappearing.

Conditions in this area were not unusual. Bituminous coal had lost ground over the U. S. for a number of years. But the presence of inexpensive competitive fuels in enormous quantities, close at hand, caused the section to suffer especially from a falling sales curve.

We had tried everything, we thought. Price made coal the most

economical fuel. Our advertising and merchandising were aggressive. None of these stopped the decline.

The solution came with advertising and merchandising, but in them this time were new elements. We quit selling coal, which nobody wanted, and started selling a method of heating that was automatic, clean and convenient, as well as economical and safe. We pooled our resources and began selling automatic coal stokers. The results proved we had been on the wrong track, were now on the right one. We learned that what competitive fuels had been selling was not fuel, for which people paid more than they did for coal, but a method of heating that was cleaner and more convenient than people had been using.

We organized a cooperative group, the Bituminous Coal Utilization Committee, composed of 22 of the largest bituminous coal mine operators in Missouri, Kansas and Oklahoma; we raised \$15,000 for advertising; secured the active cooperation of the Kansas City Power & Light Co., which for the first time identified the stoker

as an electrical appliance; outlined a program of education and training of salesmen—and put all of our effort behind automatic coal stokers.

In view of the industry's experience for ten years, the results were extremely favorable. We stopped the decline in sale of bituminous coal in Kansas City and its 200-mile area. We actually increased it for most operators. Results from February 26 to December 20, 1939: \$542,550 worth of automatic coal stokers to home owners, apartments, industries and builders of new homes in Kansas City and the area. Dealers actively handling stokers increased from 20 to 61. A new stoker was installed in the eight months for every two stokers installed in the previous ten years. Sale of 1,500 stokers means (average of 15 tons per stoker per year) the sale of 500 carloads of new stoker coal business gained by the bituminous mines in the group.

During the year ended March 31, 1940, one company had a 42½% increase in domestic coal sales over the preceding year. In steam and railroad business the same company barely held its own. In 1937-38 the company sold 60 cars of its most popular brand of stoker coal; in 1938-39, 600 cars; 1939-40, 1,800 cars. Member companies offering stoker coal all increased sales considerably, some more than others.

There are significant facts about 1939 stoker sales. Of the stokers sold, 14% went into new homes, 26% replaced competitive fuels, and 56% replaced high-priced smokeless coal. (Four per cent replaced bituminous coal, hand-fired.) It is in the field of the 56% that competitive fuels

were reaping their harvest of new customers.

Experience shows that stoker owners are the best source of new stoker sales, that a satisfied stoker user will develop two or three other stoker customers. The 1,500 new stoker owners in the area means 1,500 new salesmen. The committee expects to sell two or three times as many units in 1940 as in 1939.

Looking back, what happened falls into the pattern of a program: (1) Modernization of mining equipment and coal preparation plants; (2) improvement of product and reduction of cost per ton; (3) merchandising and advertising coal in an aggressive manner; (4) promoting the use of automatic and semi-automatic coal burning equipment, and (5) educating and training personnel.

The first three steps in the program had been taken by the end of 1938. They were necessary and important, but the last two steps turned the tide.

I had believed for ten years that the answer to our problem was an automatic coal burning device such as the stoker. But down through 1938 the Kansas City area had the reputation of being the worst stoker market in the U. S. This again was partly owing to low cost competitive fuels and to the character of the coal mined in the district, which was considered un-

People who have never seen a coal stoker are likely to imagine it as a cumbersome, involved and dirty mechanism. Kansas City Power & Light helped combat that notion by building such window displays as this in its home office building and at its branches. The object at the upper left is an enlarged model of a thermostat.

fit for stoker use.

Up to 1938 sales effort appeared not to be the answer; sales continued to decrease. That year an explosion in my father-in-law's home that might have caused injuries failed to turn him to an automatic coal burning system. He put the competitive fuel into his house again. I couldn't make him believe that the coal industry had a clean, easy, convenient system of heating. The realization came to me that if I couldn't sell my own father-in-law then perhaps our selling of coal to the public in general was ineffective. No wonder our sales story wouldn't hold the tide of competitive fuels, let alone turn it!

So the Sinclair Coal Co. produced a sound film, "Stokers and Stoker Coal."



We had, with other films, proved the effectiveness of films in making dealers and the public believe by seeing. This film was produced to carry the message of the automatic coal stoker and modern washed and treated stoker coal to our salesmen, dealers and the public in the trade territory.

We started with the coal at the face in a modern mine, followed it through one of the latest and best equipped preparation plants in the country; through the silo bins and over the automatic scales of a modern retail coal yard; on with the dealer's truck to a clean, dustless delivery, and into the stoker owner's basement. Here were shown the two types of stoker, hopper and bin-feed, in operation; clinker removal in detail timed by a clock overhead, hold-fire operation, comparative animated charts showing relative cost of stoker heat as compared with other fuels, declining cost per unit as more stokers are installed each year, and recording thermometer charts showing the absolutely even heat made possible by automatic controls. Finally, the film went through some 10 or 12 homes to show all types of installations—in recreation rooms, regular basements, etc. The film, shown to coal and stoker dealers, civic groups, luncheon clubs, etc., in every sizeable town in the entire trade area—Kansas, Nebraska, Iowa, part of South Dakota, Missouri and Oklahoma—convinced retail dealers they should and could sell stokers.

It did something else. It interested the Kansas City Power & Light Co. Coincident with the arousal of that interest came the organization of the Bituminous Coal Utilization Committee. Members of the committee are: George F. Klein, consulting engineer, Mackie-Clemens Fuel Co.; A. F. McElhenie, vice-president, Pittsburgh & Midway Coal Mining Co.; W. G. Gregory, vice-president, Binkley Coal Co., and W. E. Blucher, secretary, Kansas City Coal Service Institute.

There was opposition among some coal operators when it came to spend-

What do YOU pay for Automatic Heat?

You CAN Heat for Less with an AUTOMATIC COAL STOKER

Just as Thousands of Your Neighbors Are Doing . . .

Regardless of whether your home is new or forty years old—regardless of whether you live in a small bungalow, a medium duplex or a large building—it will pay you handsomely to install in the saving of money, but to health, comfort, convenience and safety to install an Automatic Coal Stoker in your heating plant. A modern Automatic Coal Stoker can be installed in most any heating plant in from three to five hours' time—and the rest is for no money at all. You need pay only \$5.00 down and then small monthly payments divided over a three-year period.

With an Automatic Coal Stoker you start a fire just once a year—there are no ashes to remove—no objectionable smoke or gas—no need to move a few light-colored coats.

Stoker Heat—many of them at a day during cold weather and once or twice a week during mild weather.

Coal heat is the only continuous even heat. With an Automatic Coal Stoker you have no "leak-back" effects of hot and cold air. You can trust yourself to an abundance of heat and enjoy a comfortable home, knowing that the cost will remain exceptionally low. You can have your basement into a recreation room. You can live in and enjoy every part of your home.

The sale of Automatic Coal Stokers is increasing at a faster rate than any other mechanical household device. More than half a million are in use in the United States, and thousands of homes in this country are enjoying the extra advantages of Automatic Coal Stoker Heat—many of them at a saving up to 20% in fuel cost.

See the AUTOMATIC COAL STOKER DISPLAY at the BETTER HOMES SHOW

See the Automatic Coal Stoker at the Better Homes Show, Western Building at 1000 W. 12th St., Kansas City, Mo. The show is open from 10:00 a.m. to 5:00 p.m. daily. The show is free to the public. The show is a great place to see the Automatic Coal Stoker in operation. The show is a great place to see the Automatic Coal Stoker in operation. The show is a great place to see the Automatic Coal Stoker in operation.

\$5.00 DOWN IN YOUR ELECTRIC SERVICES BUREAU

MAIL THIS COUPON NOW

SEND MEN'S COAL UTILIZATION COMMITTEE, 1000 W. 12th St., KANSAS CITY, MO.

Bituminous Coal Utilization Committee
FOR KANSAS, MISSOURI AND OKLAHOMA PRODUCERS
Bought Building, Kansas City, Mo.



"If the law of averages says I'll make only one sale in every five calls, why don't I just call on every fifth name on the list?"



ing money advertising another industry's product. Let the stoker people do their own advertising, they said. They objected also that stoker sales build up demand for coal sizes not profitable to the mines. They protested that some of the mines in the group would get more tonnage out of the promotion than others. But they rose above these differences, subscribed the \$15,000, and worked out the unusual setup with the utility.

With recognition by the Kansas City Power & Light Co., the stoker acquired the status of an electrical appliance for the first time anywhere, and the coal industry was jubilant. "This places the automatic coal stoker on a parity with electric ranges, refrigerators, washing machines, radios, etc.!" they exclaimed. It was, we believe, the first endorsement by a major utility and did a tremendous job in stimulating recognition of the stoker as an electrical appliance by other utilities over the U. S. It meant prestige.

The arrangement with the utility embraced the active entry into the field of retail stoker merchandising by the utility, provided for payment for the stoker by installments on the light bill, set up qualifications for dealers, dis-

tributors and stokers, and for installation and service. It meant the cooperation of The Electric Association, composed of (among others) the leading appliance dealers.

In addition, it designated the expenditure of \$15,000 of advertising (in the *Kansas City Star*) of 47 ads from one-fourth to a full page to appear each Sunday during the year with the exception of a few months in the Spring, considered poor stoker season. It required manufacturers, distributors, and dealers to cooperate with sizeable product advertising adjacent to the committee's promotional ads.

As a preliminary step the Committee's advertising committee (Murrel Crump, advertising manager, Sinclair Coal Co., chairman; Carl Lawson, vice-president, Potts-Turnbull Co., and J. G. Galvin, Galvin Advertising Co.) made a house-to-house survey to find out just what the public wanted to know about stokers. The information obtained proved exceedingly helpful in providing subject matter for the subsequent advertising campaign. Advertisements stressed cleanliness, convenience, even heat, health, economy, and ease of payments on light bills.

The campaign was introduced with

the opening of the Better Homes Show in Kansas City, February 28, 1939, which drew 110,000 persons in one week. Cooperating with the Committee, ten stoker companies (Link-Belt, Combustioneer, Iron Fireman, Conco, Butler, Winkler, Anchor, Kolmaster, Stokol, Delco) took space in the show. The Committee paid for half, stoker manufacturers paid their share of the other half. Stokers were grouped together in one location to make the exhibit an outstanding feature of the show.

For eight months following the Committee pushed the campaign. The utility ploughed into the field effectively. After the show it set up a permanent exhibit of residential stokers in its show rooms. It used tie-in advertising. It created windows in its home office and branches. It set up a trained sales group of over 50 men experienced in stoker sales, and placed in charge a manager experienced in the field.

Salesmen Technically Trained

This was not all. Each cooperating company retained a combustion engineer to work with and train salesmen to tell customers not about coal but about what coal would do. Each salesman put in a stoker so that he would have first-hand information and knowledge of it and its operation. We financed it, or otherwise made it possible for him to own one. Through use of trade publications we have been able to bring to salesmen engineering and technical articles of the utmost value. We have kept up a continuous educational campaign reaching the salesmen of all the operators in this manner.

For 1940 the program includes:

At least \$15,000 more for advertisements in the *Star* similar to those used last year;

Additional aid to builders of new homes through subsidy to introduce complete coal burning equipment to this field;

Support to the stoker industry in setting up an outstanding exhibit at the Better Homes Show;

Cooperation with Kansas City Power & Light in setting up an all-electric exhibition home with modern automatic coal heating plant installed.

A new weapon that promises to revolutionize coal burning in stoves is the Locke "Warm Morning" unit. This is a new, magazine-feed, low-priced, coal-burning stove that will hold 100 pounds of coal which feeds to the fire semi-automatically, burn any coal without clinkers and without objectionable smoke or soot, save one-third to one-half on fuel, make fire-starting necessary only once a year.

(Continued on page 45)



Meet the only organization of its kind

There are several can manufacturers. A number of companies make glass jars and bottles. But just one organization makes *both glass and metal* containers — and that's Owens-Illinois.

If you market packaged products, this unique combination offers definite advantages:

At Owens-Illinois, metal and glass are not competitive but complementary—each a part of our full-rounded packaging service.

We give you impartial, sincere counsel on packaging your products for efficiency at your plant and sales-power at the point of purchase.

We can complete your packages with O-I molded-plastic and metal closures that win customers' thanks. What's more, we can deliver your containers in O-I corrugated shipping cartons.

To every Owens-Illinois customer we offer the services of the nation's most comprehensive Packaging Research Laboratory, fact-finder for both metal and glass. Our packaging specialists are as adept at solving filling-line problems as they are at designing sales-winning containers.

If you need the answer to any packaging question or want fresh ideas, it will pay you to ask us in.

OWENS-ILLINOIS

Packaging Service

GLASS CONTAINERS • METAL CONTAINERS • CLOSURES • SHIPPING CARTONS

Owens-Illinois Glass Company, Toledo • Owens-Illinois Can Company, Toledo
Libbey Glass Company, Toledo • Owens-Illinois Pacific Coast Company, San Francisco



The current revival of songs, fashions, and movies having to do with the so-called Gay 'Nineties doubtless expresses a secret nostalgia for the comparative peace and contentment of the gas-light era.

Often I am convinced that a very pleasant and ordered way of life was shot from under us in the war years between 1914 and '18. For those of us who remember 1913 and before, there has been no real stability since. An air of unreality has pervaded the world and it was a rash man indeed who would underwrite tomorrow's sunrise.

Reflecting ruefully upon the pact of Munich, Gordon Gross refers to it as the "piece de non-resistance."

Doing a bit of reflecting myself, what ever happened to the old-fashioned hammock, without which no Summer porch was complete?

Slogan for a manufacturer of dog-food: "Our business is going to the dogs."

Incidentally, a firm in White Plains, N. Y., will send you a "dog horoscope" for a dollar. You just give the dog's birthday and they will tell you what dog-star he was born under, and whether he is likely to succeed, the way I get it.

"If it swims, we have it," says a fish advertiser in *Cue*. The ad might also do for Billy Rose's Aquacade.

"Important news may take a whole page—but if 10 words can tell it, only 10 words will be used."—From an advertisement for New York's new five-cent daily known as *P.M.* It sounds like a reporter's paradise.

When you hear a shrill whistle, it's either a traffic cop . . . or Pepsi-Cola's theme-song.

For the record: The dog-food slogan a few paragraphs back was written before a certain Philadelphia agency flashed the same line on the cover of an advertising journal. If you think I'm going to scrap the item on that

account, you've never tried to fill a page like this twice a month. And in your spare time, if any!

"No man is justified in doing evil on the ground of expediency."—Theodore Roosevelt. Berlin, Rome, and Tokio papers please copy.

I've often wondered: Where does a nudist carry his handkerchief?

She used a hatchet instead of a hand grenade, but, at that, Carrie Nation might have qualified as a "dive"-bomber.

Name for Seabiscuit's colt: "Water-cracker."

The Waterman pen is "guaranteed for 100 years." Your claim for adjustment, if any, must be presented before the year 2040. Better not wait till 2041. Fair's fair.

I never thought I would live to see the headline: "Paris Bombed." It seems so incompatible with the cool greenery of the Champs Elysees on a July afternoon; the gay insouciance of the Folies Bergere just after that duck dinner you had at Foyot's; the peace of Le Sacre Coeur atop the Montmartre. Put on the lights and let me know it was a movie, not a reality.

An old acquaintance not forgot sends a printed folder with the headline: "I'd rather have a million friends than have a million dollars." I see what you mean, Pal, but I'll settle for the million dollars.

Catalina Swim Suits feature "Prints Charming." They're doubtless worn in the best dives.

Vivien Leigh and Laurence Olivier were in "21 Days Together." 21 days, and they didn't mean "Three Weeks."

Mention of Olivier recalls last year's Korda production, "Fire Over England." In the 16th century, it seemed a simple matter for a band of patriots to go out into the English Channel and destroy the entire Spanish armada by tossing firebrands onto the enemy decks. After four centuries, what may

patriots toss at ships which sail the air over that same channel?

Maybe headlines are important, as I've always contended. I advertised a miscellany of household goods, including a bass drum, a rowing-machine, and some potted plants under the headline, "Strange Cargo." The telephone began ringing as soon as the paper was on the street. The customers understood, too, for not one asked what time the feature went on.

Using the same local paper a week later, I thought I would try one to see if I might not sell the house itself. This time, I headed it: "This one is on the house." The returns are not all in, but it's fun playing client if you like to write copy.

The magazine *Banking* pays \$2 for every contributed joke it prints about banks or banking. I know a couple, but they ought to be audited before mailing.

Pertinent, if undignified, slogan for Mum: "It's a long time between stinks."

If all the time spent in doctors' waiting-rooms were laid end to end, it would reach for self-medication and a box of aspirin.

Right or wrong, I have always been fascinated by word-juggling, so long as it's not overdone. Nice example of it is a headline by Atlantic City's Claridge Hotel: "Your vacation . . . our vocation."

Chicago Pump Co. pumps some sex-appeal into a four-page folder by means of a winsome wench in a swim suit. Title: "Beauty and the Beach."

"Not Responsible for Goods Left More than 30 Days." An uncalled-for remark, you might say.

A safety bulletin says: "When you park, get out on the right side; that's the safe side. Don't get out on the left side; that's suicide."

Title for a chiropodist's office: "The Dog-House."

This Dr. Pepper poster adds up: "Put down one and carry six."

Mr. Willkie was often referred to as a dark horse. Maybe the dark horse is headed for the White House. Anyhow, we may expect the Republicans to say: "Where there's a Willkie, there's a way!"

T. HARRY THOMPSON.

SALES MANAGEMENT

*Count the Readers per dollar
instead of Lines per dollar*

... THEN YOU'LL GO ROTO, TOO!



THE ROTO SECTION ATTRACTS 81% OF THE WOMEN READERS

ROTO PICTURES LIKE THESE ATTRACT 80% MEN READERS

Roto Gets Readership Second Only to Page One Because There's Something for Everybody in Roto Sections

WHEN YOUR ADVERTISING appears in newspaper rotogravure picture sections, you are sure it's in the spotlight—exposed to the maximum number of potential customer-readers of advertising pages. A continual check of newspaper reader habits, conducted under the well-known Gallup method, conclusively proves newspaper

rotogravure picture sections' reader traffic averages second only to page one in volume.* That's why we say: Count the Readers Per Dollar Instead of the Lines Per Dollar—Then You'll Go Roto, Too!

In addition to getting more readers per dollar, rotogravure advertising offers an exclusive plus

value. Your advertising in rotogravure becomes part of the quality atmosphere which is characteristic of this unsurpassed medium, and benefits accordingly . . . You can cover better than one out of every two homes in the nation with rotogravure sections, or you can use roto's tremendous appeal to increase sales in a single city or zone.

For more information, write Kimberly-Clark Corporation. We maintain a service, research and statistical department for the convenience of advertisers and publishers. There is no charge for our service.

*Based on a continual analysis of reader traffic in 21 different papers in 17 key cities.

Kleerfect Rotoplate Hyfect

THE NATIONALLY-ACCEPTED ROTOGRAVURE PAPERS

Manufactured by

KIMBERLY-CLARK CORPORATION

Established 1872 — Neenah, Wisconsin

New York, 122 E. 42nd Street

Los Angeles, 510 W. Sixth Street

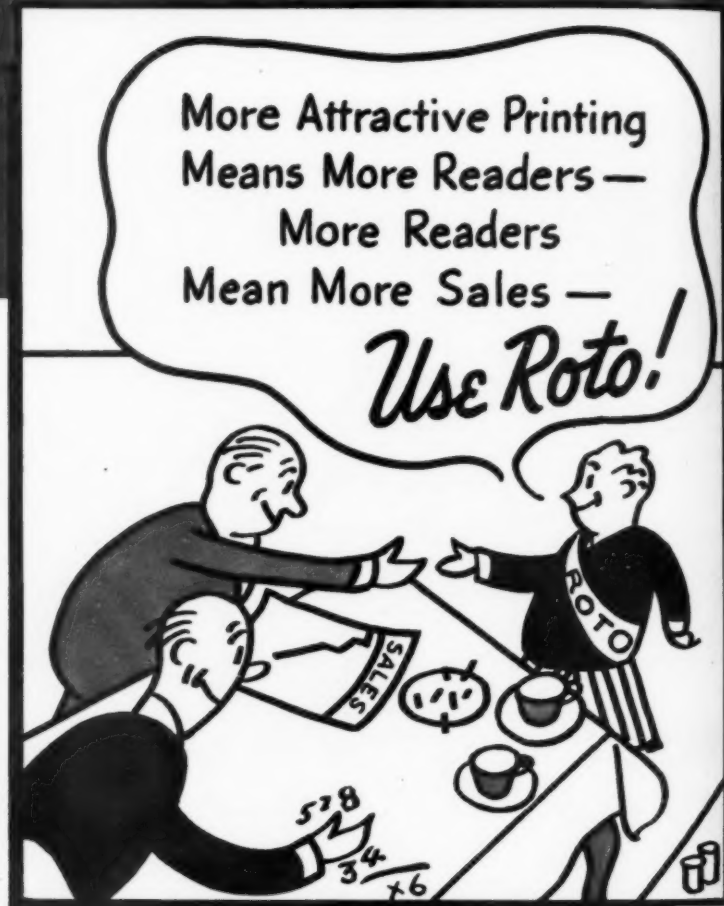
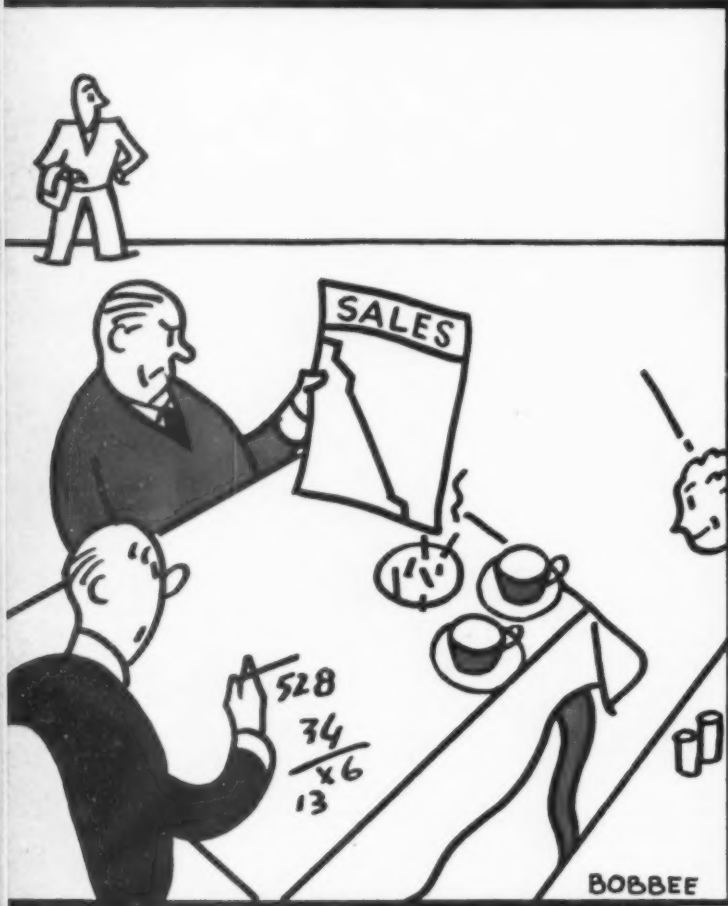
Chicago, 8 S. Michigan Avenue

Proof of the Power of ROTO

Write Kimberly-Clark for free book on rotogravure advertising. It presents the findings of Gallup Method surveys, and other valuable information for advertisers and publishers.

GALLUP Method
proves effectiveness
of
ROTO

GET MORE FOR YOUR MONEY WITH *Rotogravure*



GOING TO PRODUCE a new circular, brochure or catalog? Then consider the extraordinary reader-interest in rotogravure, as demonstrated by the millions and millions of readers who regularly are attracted to the newspaper rotogravure section every week. Add the appeal of rotogravure to your direct mail advertising. You'll get more than reader interest! For, in addition, rotogravure creates a quality atmosphere all its own

— an atmosphere that definitely helps to drive home the message you want consumers to get concerning the quality of your product....If you need help in preparing material for rotogravure, call in a Kimberly-Clark rotogravure man. There is no charge for our cooperation, which is available to you at each of our offices. If you prefer, write for advice and samples of these famous rotogravure papers:

Kleerfect Rotoplate Hyfect

Remember, paper plays a vitally important part in the effectiveness of rotogravure—choose it carefully! Compare the nationally-accepted rotogravure papers made by Kimberly-Clark Corporation, listed above. They come in wanted weights and sizes to suit your requirements, to meet your budget.

Kimberly-Clark Corporation

Established 1872—Neenah, Wisconsin

New York
122 East 42nd Street

Los Angeles
510 West Sixth Street

Chicago
8 South Michigan Avenue

Marketing

PICTOGRAPH

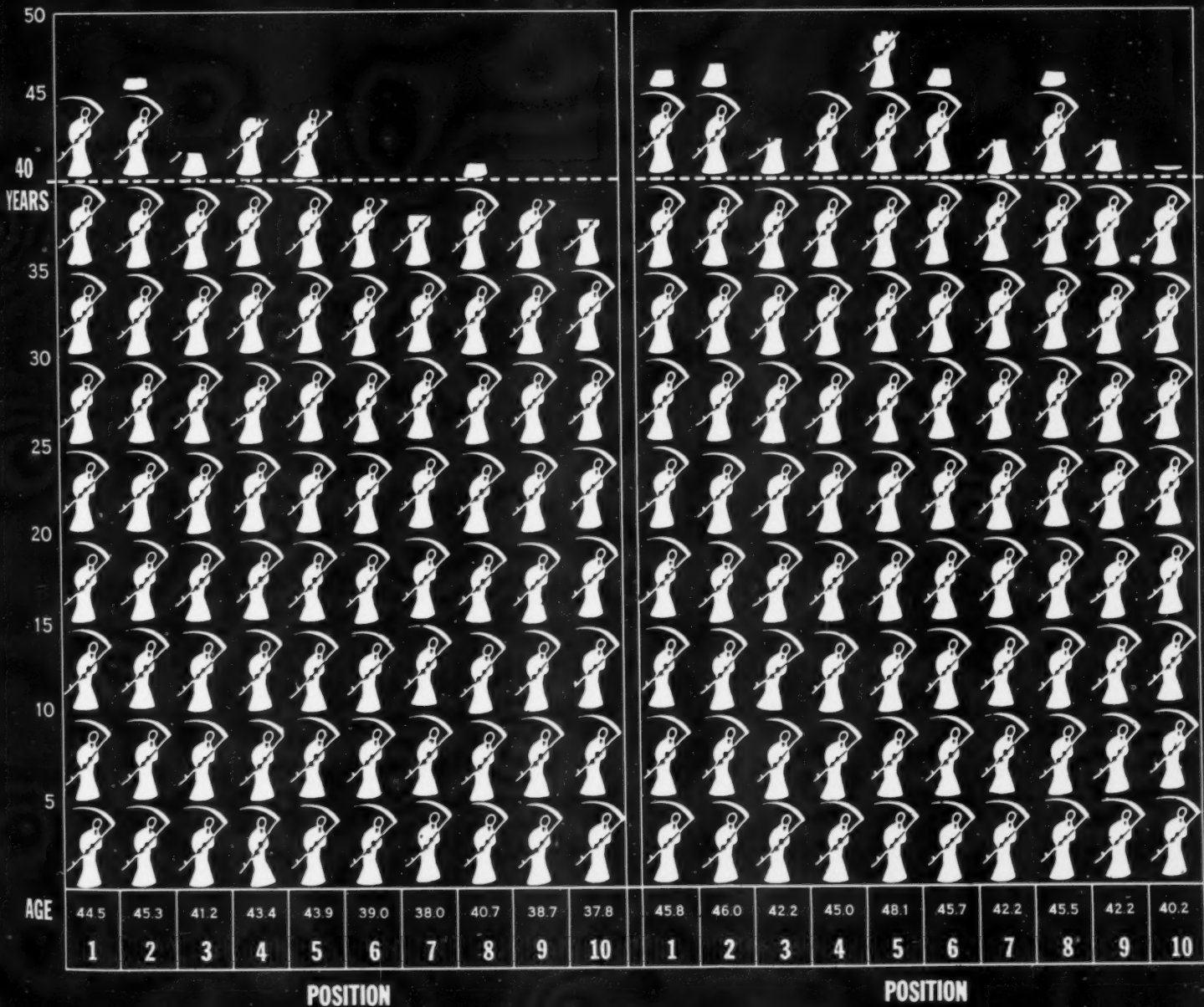
Planned by Philip Salisbury,
Executive Editor, and designed
by The Chartmakers, Inc.

ARE SALESMEN THROUGH AT FORTY?

Nineteen important office equipment companies reported on the ages of their ten leading salesmen, and fourteen companies gave similar information on their ten leading branch managers. The averaged results are a striking vindication of the claims made by the "Forty Plus" clubs.

FIRST 10 SALESMEN

FIRST 10 BRANCH MANAGERS



PICTOGRAPH BY
Sales Management

Source: Henry Simler, President,
American Writing Machine Company.

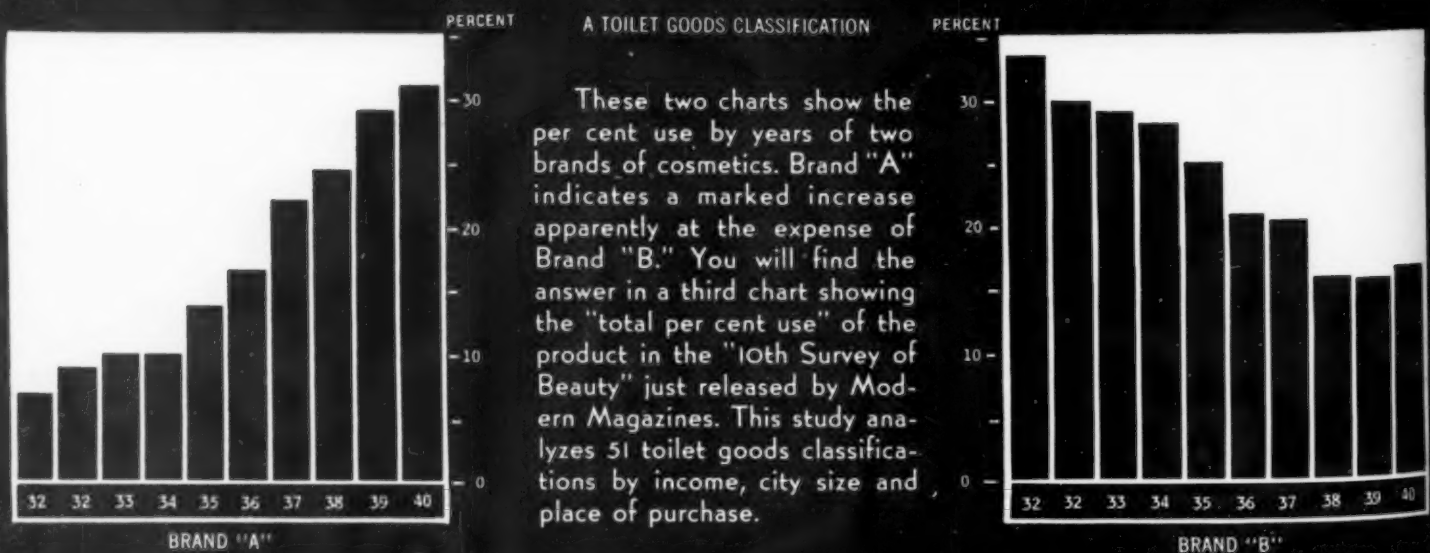
KNOW MORE ABOUT YOUR SALES AMONG "MIDDLE CLASS" FAMILIES

A PACKAGED SOAP CLASSIFICATION



The above adgraph analyzes two competitive brands of packaged soap by various income levels and age groups. As both age and income increase, we find that the use of brand "A" increases while brand "B" finds the bulk of its customers among the lower incomes and younger ages. Modern Magazines' "5th Survey of Housekeeping," from which the above data is taken, will help you know your market better. The ten leading brands in 110 classifications, including foods, household products and durable household goods, are analyzed by income, city size and age groups; also included is a five year trend line showing the growth or decline of your product among "Middle Class Families."

ARE YOU CREATING A NEW MARKET OR GAINING AT YOUR COMPETITORS' EXPENSE?



These two charts show the per cent use by years of two brands of cosmetics. Brand "A" indicates a marked increase apparently at the expense of Brand "B." You will find the answer in a third chart showing the "total per cent use" of the product in the "10th Survey of Beauty" just released by Modern Magazines. This study analyzes 51 toilet goods classifications by income, city size and place of purchase.

ADGRAPH BY
MODERN MAGAZINES

Both of these up-to-date market studies are available to national advertisers and their agencies. Write for your copy today. Modern Magazines (Modern Screen-Screen Romances-Modern Romances)
149 Madison Avenue, New York, N. Y.

DRINKING MAP OF THE NATION

If area was determined by apparent consumption of legalized distilled spirits the states would look like this:

APPARENT CONSUMPTION OF DISTILLED SPIRITS, 1939



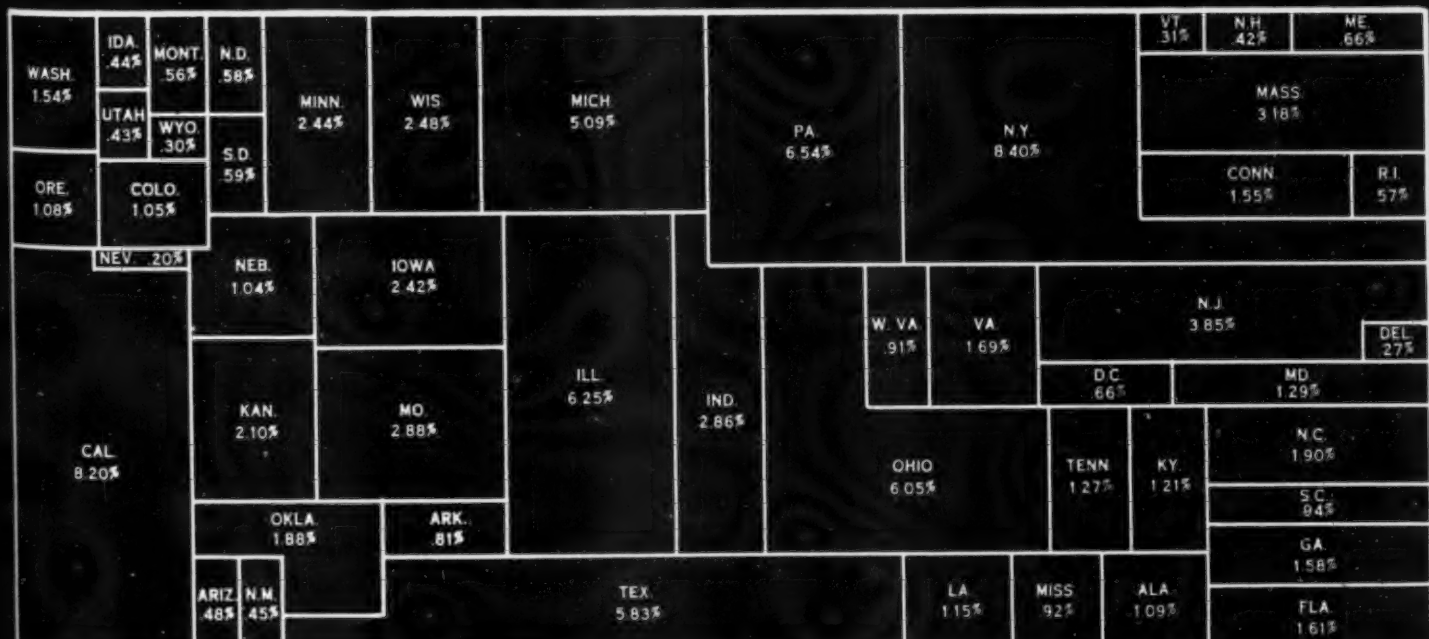
PICTOGRAPH BY
Sales Management

Source: Distilled Spirits Institute,
plus Sales Management.

THE U. S. A. AS PLOTTED BY GASOLINE CONSUMPTION

How the nation would look if gaso-
line demand determined the area

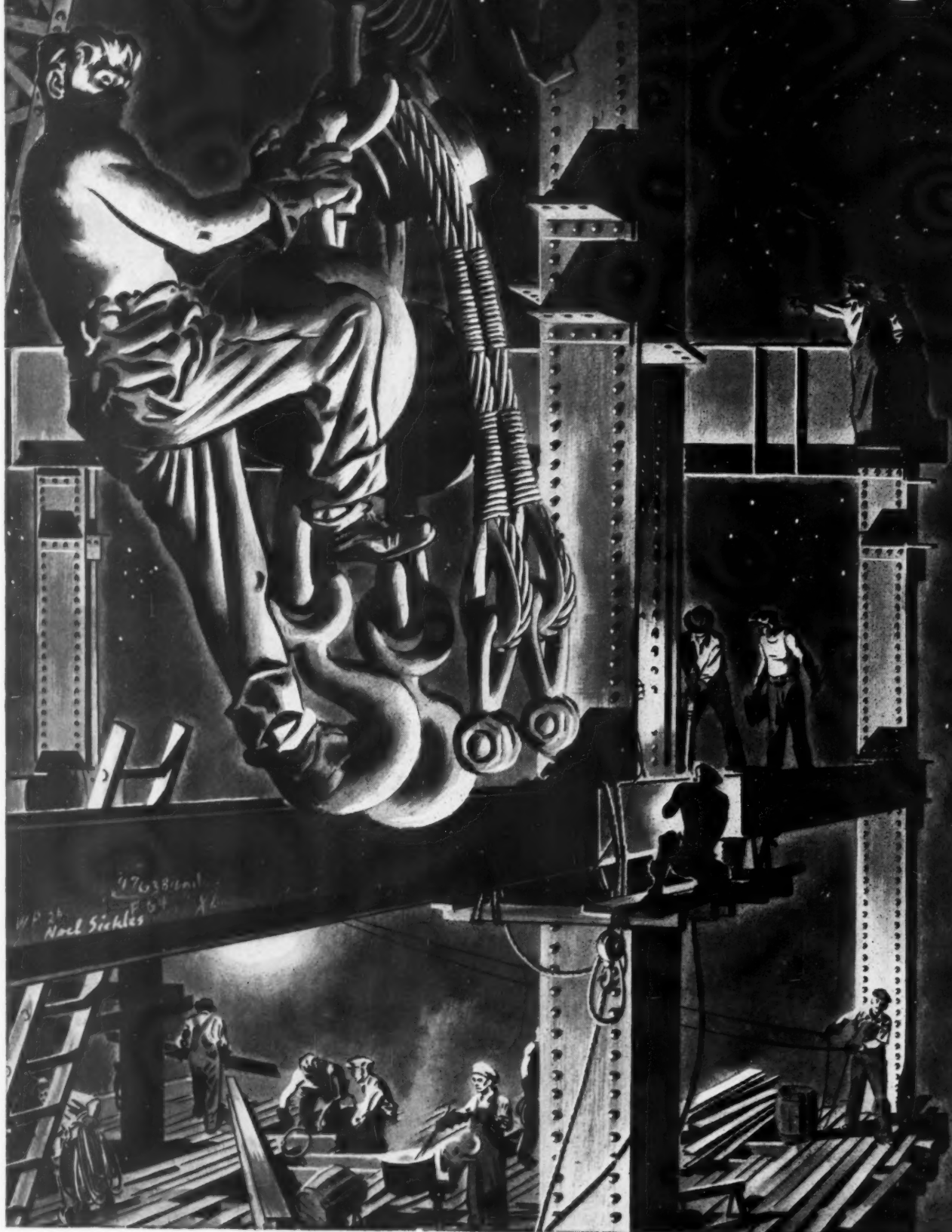
GASOLINE DEMAND, 1939



PICTOGRAPH BY
Sales Management

Source: American Petroleum Institute,
plus Sales Management.

Many a light will burn tonight as



as MANAGEMENT gets ACTION!

THERE'S the sound of rivets in Middletown tonight. There's a second section on the freight through Ames. There's an extra glow in Detroit's sky.

A whole nation has its jaw set. The greatest industrial might the world has ever seen is beginning to *move . . . faster, faster, faster.*

As the pace of business quickens, so must its communications. The business news must be sped on its way swiftly . . . adequately . . . with complete accuracy . . . and with known authority.

That job Business Week will continue to do . . . *full-time.*

Witness its report of six weeks ago on National Defense. Here management was told of "educational" defense orders already placed, given the names and addresses of government men to contact. Here management was reminded that every week this magazine digs behind the rumor screen to report the *facts* from Washington.

Witness its going beyond its job three weeks ago to share with readers its inter-office memorandum, "The Consequences of A Hitler Peace." Here was evidence that this magazine is not restricted by the confines of the news . . . that it intends to anticipate and expertly examine any questions in the minds of men of management.

And witness the job done by its advertising pages...here, too, this magazine's ability to serve is unique.

For, here the sellers to business have opportunity to display their wares against a background of business news unduplicated elsewhere.

Here, with weekly regularity, assembles an audience more purely packed with management men than any other.

And, here, each advertising dollar spent sends 100 pennies straight to the intended mark:

The men who guide business . . . and *get action!*



UP... *Steady rise in advertising volume means steady rise in recognition. Compared with 1939, Business Week's advertising volume is rising issue-by-issue. Its first 6 months show a gain over '39 of 106 pages!*

BUSINESS WEEK

Active Management's Magazine

TOILET SOAP SALES BY RETAIL OUTLETS

PICTOGRAPH BY
Salis Management

How sales of toilet soap makers vary by outlets in Cleveland

Source: Seventh Home Inventory
of the Cleveland Press



THIS IS WHERE BABIES ARE BORN

CHILDREN UNDER 5 YEARS OF AGE PER 1000 RURAL WOMEN 20-44 YEARS OF AGE



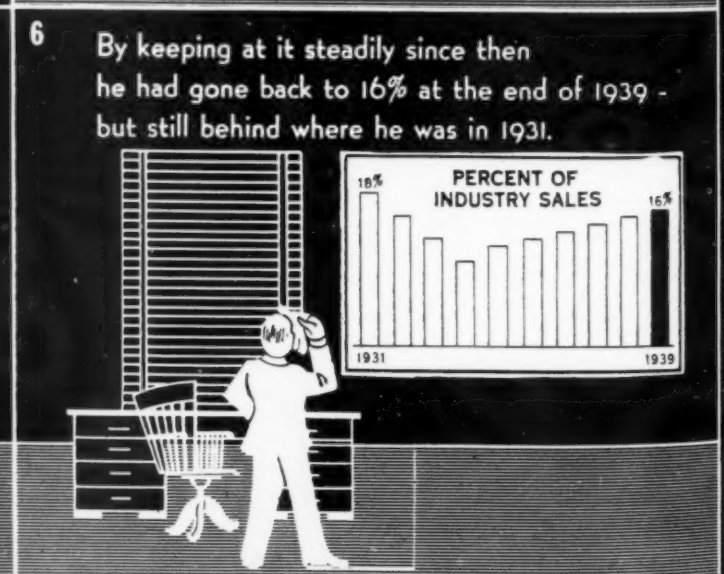
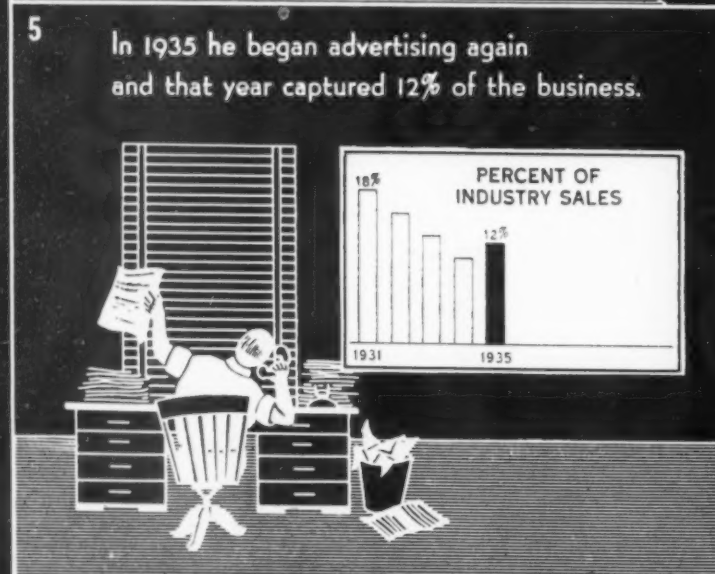
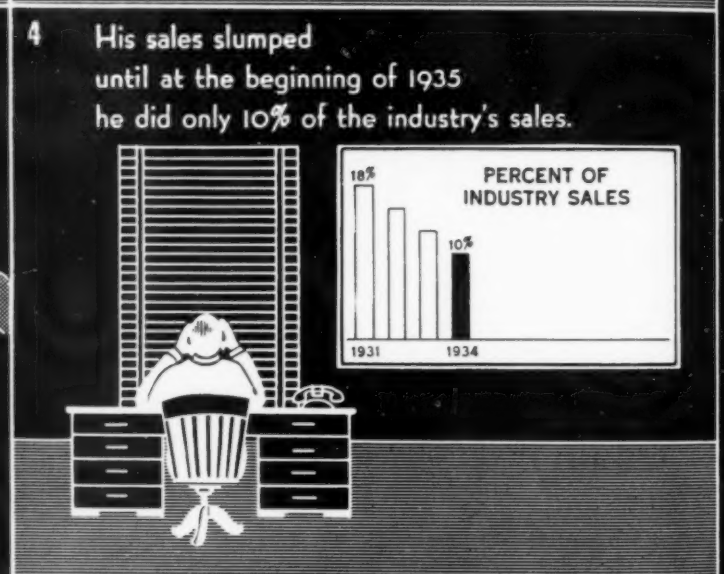
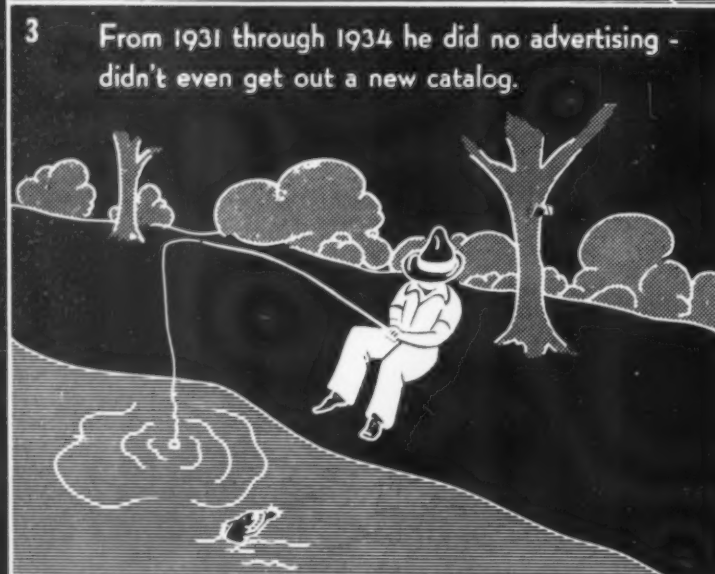
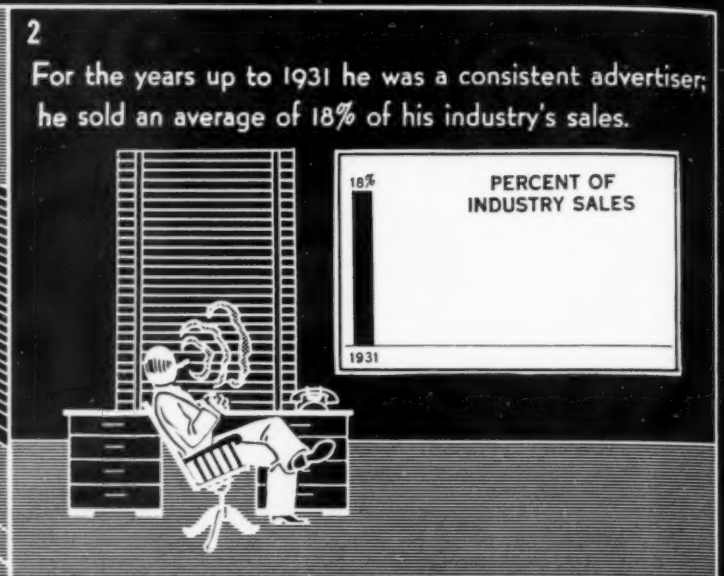
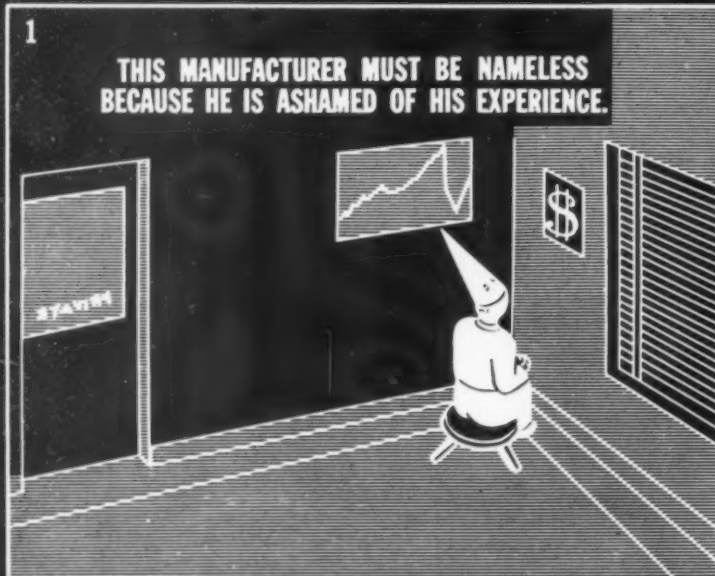
Inventory Press. **DEPEND**
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1

Beyond the
boundaries of Boston . . .
into 190 more big communities
in 27 more New England counties . . .
goes the potent voice of WEEI to domi-
nate another "Boston"—as rich and populous
as the Metropolitan Area itself. ★ Only WEEI
welds together these two equally-important
halves of the *real* Boston market . . . 5,000,000
people spending almost *two billion* dollars
at retail annually. ★ WEEI — alone among
Boston radio stations — consistently
delivers to advertisers so large and
rich a share of prosperous
New England.



JULY 15, 1940

ADVERTISING, ONCE STOPPED, GATHERS MOMENTUM SLOWLY



DURING BOTH DEPRESSION PERIODS AND SELLERS' MARKETS THERE ALWAYS IS A TEMPTATION TO "SAVE MONEY" BY SLASHING ADVERTISING. A TEMPORARY SAVING MAY BE A PERMANENT LOSS IN SALES.

Some Comments on the Pictographs in This Issue

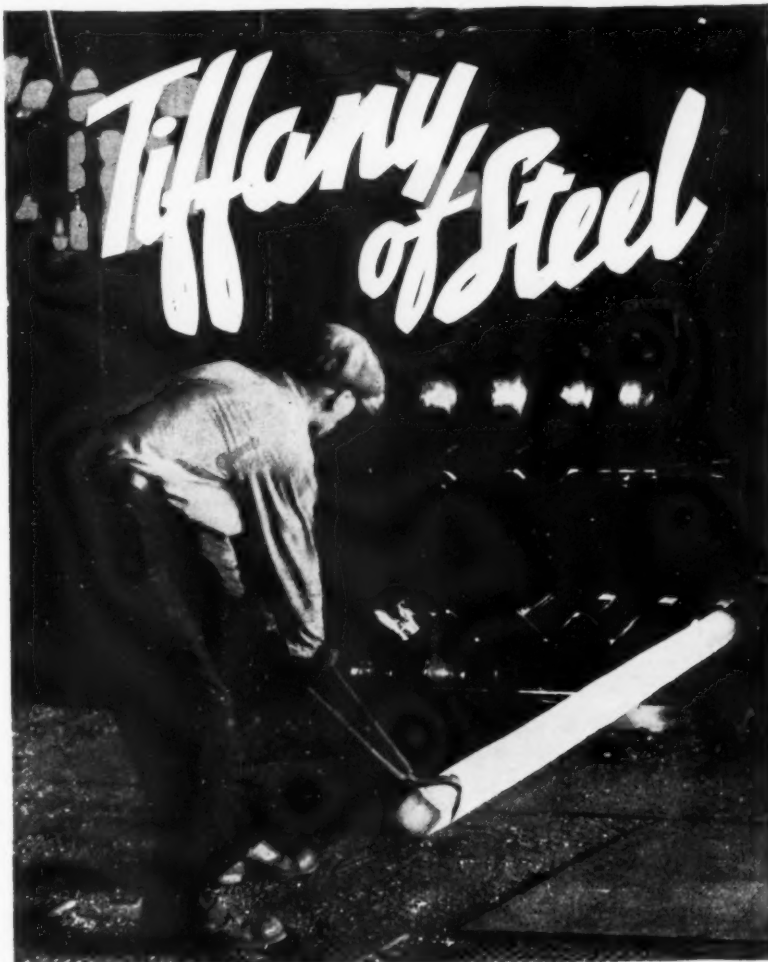
Are Salesmen Through at Forty?
This survey which shows the average age of the ten leading producers among both salesmen and branch managers was made among 183 of the former and 187 of the latter. If you know an over-40 man who is looking for sales work, you might care to pass him this Pictograph. It might help him land the job.

Distorted Maps of Two Liquids:
These maps of the consumption of distilled spirits and gasoline provide some fascinating comparisons. Take, for example, the District of Columbia with 0.40% of the nation's population, 0.66% of its gasoline consumption and 1.88% of the consumption of legalized distilled spirits. Compare it with sober New Hampshire with practically the same population but only 0.41% of whisky and gin drinking.

Toilet Soap Sales: This Pictograph taken from the seventh home inventory of the *Cleveland Press* seems interesting on two counts: First is a general pattern of how toilet soap sales are divided in the Cleveland area by retail outlets. Despite the sensational rise of super-chains, the clerk-served general stores remain the most important outlet. Second, the Pictograph shows striking differences in the distribution set-up of the various brands. Note, for example, the difference between Ivory and Woodbury in the drug stores, the extraordinary success of Ivory with the super-chains, Palmolive's popularity with regular independents . . . In the bottom Pictograph the United States is divided into 34 regions which show marked differences in the birth rate. Full details of the new U. S. Census will doubtless confirm what this Pictograph shows—that the women in the South, South West and Mountain sections are not advocates of birth control.

Advertising, Once Stopped, Gathers Momentum Slowly: This factual record of what happens to sales when the advertising program is disrupted is very timely at the moment because many manufacturers, as a result of armament orders and increased consumer demand, are asking, "Why should we advertise?" Before they slash their advertising budgets, they should be sure they have a satisfactory answer to the questions, "Will our present boom continue forever? And, if it stops, will people know about our products and want them?"

JULY 15, 1940



Absolute uniformity of quality, requiring infinite technique and care, makes alloy types "gems" of steel.

Tiffany of the steel world is the Alleghany Ludlum Steel Company, which at its Watervliet plant in Troy's A.B.C. City Zone produces alloys worth \$2.50 a pound.

The hundreds of skilled men operating its electric furnaces create specialty steels for everything from bullets and stainless beer barrels to airplane valves and hypodermic needles.

Constant need for such specialties makes Alleghany Ludlum production and payrolls steadier than in the steel industry as a whole. Alleghany Ludlum is among the important stabilizing factors in the Troy market.

Stabilize and increase sales here by advertising in The Record Newspapers, which give blanket coverage of this metropolitan center. Because they do the complete job at only 12c per line Troy is New York State's lowest cost major market.

THE
RECORD
NEWSPAPERS

THE TROY RECORD
THE TIMES RECORD

THE TROY RECORD CO. J. A. VIGER, ADVERTISING MANAGER

New Products and Markets

[From technical journals, bankers, company reports and other sources come these items that spell OPPORTUNITY]

A revolutionary new development involving the addition of limited quantities of a vegetable substance obtained from a tropical tree permits the greatest advancement in the lard industry in over 50 years. The process protects lard's natural advantages and at the same time keeps it fresh when the lard is exposed. Swift & Co. developed the process after ten years of research.

* * *

Vital changes affect even the new industries, as seen in the announcement that the Danville, Va., plant of the Rayon Holding Co. will spin a new rayon yarn using 30% cotton and 70% pine pulp. The top section alone of the native pine tree is used.

* * *

Radical changes in the basic structure of railroad passenger cars may evolve from the freshly-developed Hill car, which has a lower center of gravity and is said to permit not only greater speeds with comfort but also to bank automatically on curves. Consolidated Steel Corp., Los Angeles, is the maker.

* * *

With the thought that Western Hemisphere war scares might skyrocket the demand for bomb-proof shelters, a Quincy, Mass., concern has begun manufacture of this product, made to fit on a concrete base and retail at \$100 each.

* * *

The anticipated boom in frequency-modulation radio may carry radio facsimile along with it, in line with the discovery that transmission of maps, pictures, etc., is possible on the same channel without interference. This is reported not possible with current radio.

* * *

The fluid drive, adopted this year in some models of the Chrysler and Oldsmobile, may shortly be okayed by the U. S. Army for use in its new tank program. The clutch has long been a drawback to efficient tank operation.

* * *

The growing search for synthetics has created a new and unusual industry—gasoline from cull potatoes. Already two Idaho (big potato state) filling stations are marketing the product.

[36]

In an effort to win over the great potential market of people who would use cream if it were less fattening, National Dairy Products has invented a cream with only a 4% butter fat content—the same as milk—and having additions of calcium, phosphorus, etc.

* * *

The parachute, extensively used in modern warfare, may play an even larger role ultimately. Robert M. Thomson, Miami attorney, has an invention which he calls a parachute cabin, said to be capable of carrying 20 men in the bullet-proof container that can be detached from an airplane and parachuted to earth.

* * *

Markets for Pliofilm, Goodyear's transparent wrapping material, may be broadened considerably through Package Machinery Co.'s new automatic packaging machine, said to increase greatly the applicability of this product.

* * *

New stimulus to the carpet industry may arise from A. & M. Karagheusian's newly developed streamline weave, which attains singular style effects by processing the carpet in smooth, carved and looped surface. The three-different-textured carpet will be called Renaissance.

* * *

A potential basic shift of the olive-oil industry to this country may come from the discovery that 10% of pitted ripe olives may be homogenized with a bland vegetable oil, such as corn or cottonseed oil, to produce an "olive oil" reported to be equal to the finest virgin olive oils.

* * *

Current methods of treating and staining lumber may be revolutionized through the discoveries of Joseph A. Hartig, New York City. The Hartig procedure is in treatment of the actual tree log itself through a chemical process which draws out the sap and replaces it with either color, creosote, plastic impregnation or paraffine. Furniture industry may be the biggest affected.

* * *

Broader fields for natural gas will be opened through a new storage process which involves reducing natural gas to a liquid state and then regassifying it for distribution during

periods of great demand. East Ohio Gas Co. is building a \$1,000,000-plant for the purpose.

* * *

Motoring and boating are likely to prove a natural combination through Stowaway Boat Co.'s (Long Island City, N. Y.) new, light, 11-foot, portable streamlined boat, designed to ride easily atop an automobile.

* * *

The surprisingly high number of deaths resulting from slipping on floors have led Truscon Laboratories, Detroit, to develop a new kind of skidless paint for floors. Base of the paint is rubber.

* * *

Flashlight industry is getting a lift from new markets recently developed. Sierra Aircraft Co., Sierra Madre, Cal., has the Sierra Flashlight Extension for precision work in 6, 12, 18 and 30-inch flexible alloy tubing; while the Allbright Electric Corp., New York City, has a combination pencil and flashlight for writing in dark corners.

* * *

The U. S. Rubber Co. has developed an airplane armor plate of rubber and steel which is reported to be superior in bullet-penetration-resistance to steel armor plate of 20% greater weight. Using a secret rubber compound, the company took three years to perfect the product.

* * *

An apparently shankless shoe which really has excellent arch support has been made with transparent Lucite (methyl methacrylate), a du Pont plastic. Schwartz & Benjamin, New York, handle the line.

* * *

Emerson Radio & Phonograph Corp. has a new phono-radio-recording machine, which not only is a radio and phonograph but also can be adjusted to record either radio programs or human voices.

* * *

The tremendous problem, during war times, of adequate blood supply for transfusions, may find an answer in a recently reported method of reducing blood to a serum powder for lengthy storage.

* * *

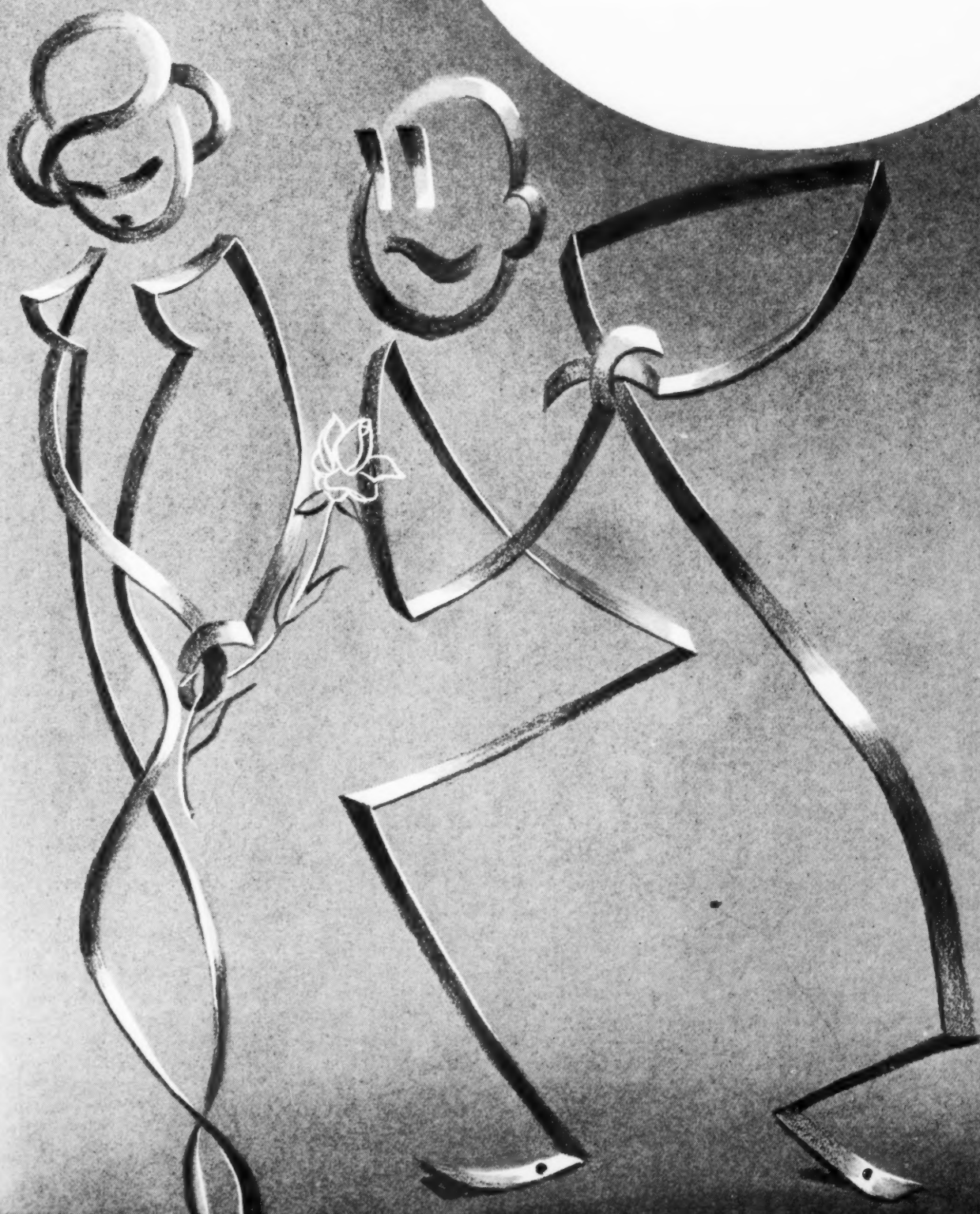
A new radio range beacon said to make air navigation possible by radio without restriction to predetermined courses between cities has been perfected by Radio Corp. of America. Any drift from the fixed route is shown on an instrument panel dial that points out a new route to the original destination.

PETER B. B. ANDREWS

SALES MANAGEMENT

"Public Cool to War Stories,
Preferring *M*oonlight and *R*oses," says
Harry Hansen, noted literary critic. And over
4,500,000 men, women and young people con-
tinue to find the best in "Escape" literature

in COSMOPOLITAN



Five-Cent Sample Hoists Sales 23-30% for Heublein's A-1 Sauce

"Does sampling still pay?" an advertising agent asked Sales Management recently. The answer: "Yes—and handsomely—if it's intelligently planned and properly promoted."

Based on an interview with

K. F. LINGO

*General Sales Manager, G. F. Heublein & Bro.,
Hartford, Conn.*

FREE samples to the trade, which are retailed at a nominal price to the public, have gained sales increases of from 23 to 30% for A-1 sauce in the last three years.

Indiscriminate sampling has so many ill effects that our company has always frowned upon it. Nevertheless, we realized that a large part of the public paid little attention of condiments, that many people tasting A-1 sauce became regular users, and that it needed the stimulus to be provided by sampling.

We found the solution to our difficulty with miniature bottles, holding three-quarters of an ounce. These were packed, six bottles to a unit, in a two-

tier counter display with the heading "Trial size A-1 sauce, five cents—Excellent with tomato juice, baked beans, steaks, chops, hamburger, soups, cheese, gravies, etc."

Two of these units were packed with each dozen bottles of the regular six-ounce size, and were termed the "Extra Profit Plan." Retailers could sell the samples, for which they paid nothing, and so make 60 cents additional profit. Or they could give them to especially important customers, who would be flattered at getting "something for nothing."

Samples were packed in two units to facilitate their distribution to chain stores, which often stock only half a case. This allowed each store to have a complete display with the half case.

For two months before the one-month promotion Heublein salesmen called on the 88 food brokers, the wholesalers and key retailers handling A-1 sauce and explained the "Extra Profit Plan." Some 45,000 broadsides were mailed to key retailers, the list being so selected, with the help of wholesalers, as to include one retail outlet in every city and town. This mailing advertised the trial offer, emphasized various sauce uses, and urged retailers to ask their wholesalers about the free samples.

Next, to induce wholesalers to query their food brokers on the promotion, a series of 12 letters—one every third day—was mailed to every chain store and wholesaler. Brokers and wholesalers were given sample kits to equip all of their salesmen.

Results of this procedure were that brokers (who handle innumerable products and cannot ordinarily devote much attention to any one) had to push A-1 sauce for a month; wholesalers were compelled to feature it, because retailers were expecting and asking for their trial samples; and retailers almost unanimously gave their best counter space to the display, to cash in on the extra profits offered.



Trial size bottles of A-1 Sauce in counter displays, supplied free to the trade and retailed at a low price, induced stores to push the product in order to cash in on the extra profits, and influenced the public to become regular users after tasting the sample.

★

A-1 sauce was originated in England by Brand, chef to King George IV. His Majesty on first tasting it, according to legend, exclaimed, "This sauce is A-1!" It is still marketed in that country by the 125-year old Brand & Co. In 1898 G. F. Heublein visited England, discovered the sauce, and acquired the American distribution rights for his company. At first it was packed in England in bottles exported from the U. S. But when the World War came empty bottles were ruled a non-essential for the crowded shipping of the time. Thenceforth A-1 sauce has been prepared and packed here. It is the largest-selling thick sauce in the world.

The Heublein company, founded in 1860 by Andrew Heublein, is now headed by his great-grandson, John G. Martin. A separate division markets bottled cocktails and other liquors.

★

The plan first went into operation in the Spring of 1937. That year's total sales increased over 30%. This advance was maintained throughout 1938, indicating that the people who sampled A-1 became permanent users. Repeating the promotion in 1939 gave a 23% sales increase, which is likewise proving permanent. Our experience indicates that this sampling method can be used effectively every second year.

Although national advertising was continued during the sampling activity in *Good Housekeeping*, *Woman's Home Companion*, *Sunset*, *Holland's*, *S.E.P.*, *Time*, *Newsweek*, *New Yorker*, (through Lavin, Boston agency) the trial size was not mentioned.

Shrimp Cannery Organize to Advertise

Thirty shrimp packers from Texas, Louisiana, Mississippi, Alabama, Florida and Georgia, representing approximately 90% of the industry, last week organized the Shrimp Cannery National Advertising Association in New Orleans and subscribed to a \$300,000 campaign to advertise canned shrimp nationally for a three-year period. Annual advertising expenditure of the Association will be \$100,000.

Present plans call for the campaign to start early in August, the Association reports, and preparation of the initial advertising is under way. Fitzgerald Advertising Agency, New Orleans, which aided in organizing the group, is handling the account.

Head of the new organization is R. R. Rice, Aransas Pass, Texas. Other officers are George Burgess, New Orleans, first vice-president; John Mavar, Jr., Biloxi, Miss., second vice-president; and Miss Leonora Decuers, New Orleans, secretary-treasurer.

SALES MANAGEMENT

WHAT BRAND OF LIPSTICK GETS SMEARED ON THE *Winner?*



THOSE in the business of making the flower of American Womanhood bloom ever brighter are very much interested in such details as brands and markets and sales potentials.

That's why even so sophisticated a commodity as a lipstick has a definite place in the rural scene. For gals who live in towns of 10,000 and under and on farms are as eager for personal loveliness as the debs of any city. (In fact, during a recent four-months' check-up, 20,000 of the 121,000 calls for help from Country Gentleman readers came from the fair sex seeking Beauty advice.)

There are more women with more money to spend at more drug store toiletries counters in rural America than in all the big cities put together.

So if your sales need a few flicks of the whip as you come

into the home stretch this year, why not lay on the lash where it will produce the most results? Aim at those 27,000 drug stores that are doing business in rural areas. Get your share of the important part of all drug store sales they represent.

There's a particular advantage to selling in this rich rural field. For the cream of this market . . . 2,000,000 upper-half families of Agriculture . . . live and dream and work and speak through the pages of Country Gentleman.

And when you can buy a single magazine that has never failed to get response for an idea backed by its pages . . . that shares with no other publication this enormous power to move the people it serves . . . you get the kind of circulation that moves merchandise off retailers' shelves. Why not try it?

Country Gentleman

AGRICULTURE'S
TOP TWO MILLION



Store demonstrations, under the supervision of Baxter, are so well accepted that sales are usually increased by three or four times during the display, which has a duration of several days to two weeks—dependent upon size of outlet. Demonstrations are conducted as shown at left, with a woman in Colonial garb distributing samples of Baxter products. Collapsible booths facilitate moving and erecting.

What a Dealer Profit-Sharing Plan Is Doing for Baxter Bros.

This food canner is getting bigger volume every year by a judicious sales policy which provides incentive to dealers, sampling through demonstration, advertising, and merchandising to get full-line promotion.

Based on an interview with
BRUCE H. M. WHITE
*Sales Manager, H. C. Baxter & Bro.,
 Brunswick, Me.*

A PROFIT-SHARING certificate system that rewards retailers and clerks in proportion to their sales of Baxter goods has brought an average increase of 230% in the last seven years to this Maine vegetable canner. Participation by retailers, entirely voluntary, has increased 300% since the first year.

"Baxter's Finest," the top quality line, is covered by the plan, principally through selected wholesalers and independent stores. It is not available to chains. The line consists of about 28 products, with corn the best seller.

Four results were sought in inaugurating the plan: 1. To provide retailer interest in the best quality line and maintenance of adequate stocks of the complete line on their shelves. 2. To provide personal rewards for proprie-

tors and clerks of stores excelling in sales. 3. To furnish an effective basis for inducing retailers to book more window displays and store demonstrations. 4. To maintain dealer good will.

Baxter's individualized packaging affords variety in display. The wrapper is so designed that the product is advantageously featured when the can is standing upright or lying on its side.



The plan is in operation—mainly in the eastern part of the country—where Baxter has active wholesaler and dealer cooperation.

Each case of goods shipped into these areas contains a certificate, 40 of which give the dealer one full, 24-can case of free goods of his choice. In addition, certificates accrue toward annual cash awards, the disbursement of which is based upon classification of stores according to annual sales volume of all groceries.

Each class is offered a first prize of \$20, plus nine second prizes of \$5 each. In addition to the store prizes, clerks in winning stores in both classifications receive a choice of merchandise prizes selected from the Baxter consumer premium list.



Founded 51 years ago by two brothers, Hartley C. Baxter and James P. Baxter, Jr., H. C. Baxter & Bro. is one of the foremost fresh vegetable canners in the country. The firm has since been joined by Rupert H. Baxter, brother of the founders; John L. Baxter; Bruce H. M. White; and F. Webster Browne. The founders died in 1939 and the business is now directed by the remaining partners.

The partners supervise every detail of vegetable growing, even to soil testing, providing seeds for its growers, supervising planting, cultivating and harvesting. The firm operates some half a dozen canning plants located near crop sources throughout Maine, including one at Hartland, which is the largest fresh vegetable canning plant in New England and one of the largest in the country. At the plant at Corinna, the company packs Bird's Eye Frosted Foods for Frosted Foods Sales Corp.



Although this plan is considered a permanent activity, it is promoted as an annual event to give dealers the stimulation which accompanies a time factor and to protect the company in the event discontinuance should ever be desired. However, certificates obtained by dealers are acceptable toward both free goods and cash awards, even though they may have been received during the previous year. It also establishes the period for the cash awards as beginning and ending with each calendar year.

Because dealers have these awards in mind, the Baxter supervisor in charge of window displays and store demonstrations uses this theme to stimulate bookings. Store demonstrations are very well accepted, since they usually boost sales three or four times during the promotion, creating a permanent increase thereafter. They last three to six days, occasionally running as long as two weeks in some of the larger outlets.

Demonstrations are staged by a woman dressed in gray and white Colonial dress and cap, who serves samples of various products in turn. Equipment for the demonstration booth is collapsible, for ease in moving and setting up.

As a by-product of this demonstration activity, Baxter displays its products periodically in the larger city stores and in such places as the North Station in Boston. Some of these exhibits are of a semi-permanent nature, featuring the State of Maine, its products and activities.

Various local promotions are staged from time to time; a recent event offered consumers a free can with the purchase of a certain quantity of Baxter's Finest New England oven baked beans. Offered in newspaper advertising and store displays, this proved

"very satisfactory" and fostered local interest. Another contest in the past year offered an all-expense trip to the N. Y. World's Fair to the salesman of each Baxter jobber who over a given period of time sold the most Baxter's Finest merchandise. For another event, the company packed in its coffee a coupon which entitled the purchaser to some other Baxter product free of charge, for a certain number returned to the retailer.

Another type of dealer cooperation supplies free canned goods for prizes or benefit sales by churches, schools, lodges and similar public groups. Having been perplexed about the large number of requests for free goods for these organizations, the Baxter company hit upon a plan whereby such requests would be referred to the local independent grocer. He is asked if he wants to approve the request and to donate a small part of a case of goods with the understanding that the gift will be made in the name of the retailer and that Baxter will donate the remainder of the goods. This has worked out unusually well and gives the dealer a profitable tie-in, while establishing the advertising value of the gift and display both to manufacturer and local distributor.

Baxter goods are also supported by newspaper, magazine, radio and direct mail advertising and by attractive packaging. A recent improvement in the latter is a "two-way label" which allows the cans to be stacked on store shelves, counters, or bins either upright or sideways while maintaining ease of reading the brand and name from either angle.

That this Baxter program is effective is indicated in a stack of voluntary letters from dealers. Says one, "The goods supplied by you have proved the best stabilizer of business of any proposition I have ever taken on. We have had wonderful success with them." And another, "Baxter's goods remove the worry. All the boys sure appreciate the friendly feelings between yourselves and us. No 'cussing the company' such as many other concerns receive." "Your products are the fastest movers on our shelves and in the future we will endeavor to keep them moving in bigger and faster lots," writes another dealer.

This complete story is told in a portfolio currently going out to wholesaler's salesmen. It contains 15 standard-sized sheets of paper multigraphed to give the history, the size and the promotional activities of the company.

YOUNG SALESMEN

to coach...

VETERANS

to inspire

ILLUSTRAVOX

(Illustrated Voice) with slide films provides voice and picture presentation of your sales message exactly as you want it told—dramatic, convincing, attention-compelling, resultful! And at a fraction of the cost of a sound movie!



Illustravox Junior is for group showings... other models, to handle audiences up to 1000.

● Among hundreds of leading firms using Illustravox are Coca-Cola, Goodyear, Ford, Chrysler, Montgomery Ward, Singer Sewing Machine, Westinghouse, Ethyl Gasoline, Servel, International Harvester, Fruehauf Trailer, Metropolitan Life . . . over 35,000 Illustravox machines in use.

● Whether you employ one salesman or one hundred, you have a never-ending training job to do—young salesmen to coach—veterans to inspire! Illustravox will modernize your training methods—will get business for you when competition is keen . . . when business is hard to get. Full details upon request!



ELECTRO-ACOUSTIC PRODUCTS DIVISION OF

MAGNAVOX

FORT WAYNE, INDIANA, U.S.A.

Premium Appeal in a Nutshell: Buy *This* and Buy It *Now*

How makers of washers, ranges, radios, furniture, refrigerators, and other products whose purchase price runs into money, are using premiums to win preference and stimulate action.

BY

FRANK H. WAGGONER

THE true function of the premium is still to be fully appreciated by many business concerns. Its chief purpose is to create so strong a preference for the product that offers it, over competitors that do not make any comparable offer, that the premium-carrying product is the one that is bought.

It should not be claimed for premiums that they will create sales of products unless there is a concurrent need or desire for the product with which the premium is offered. It is folly to believe that a premium costing, say 5% of the sale price of a product, will induce people to buy that product merely because of the premium. Normal people do not squander 95% of the purchase price in order to secure a premium representing but 5%.

Every sales and promotion manager should realize that the public is continually asking him, "Why should I buy your merchandise in preference to the others of the same class in my local market?" and that he can make a sale only where he answers that question satisfactorily. It is to aid in giving a satisfactory answer that premiums step forward.

More than ever before competition today is the great leveler of quality. Generally speaking, all present-day automobiles are good. The same may be said of radio sets, washing machines, electric refrigerators, ranges, home heating plants, mechanical ironers and many other items of home equipment.

Because products of these types are bought usually at long intervals, it is all the more important to sell to the buyer who is presently in the market, or who may be induced to come into it soon. Hence, we find the use of premiums definitely on the increase among manufacturers of these types of products.

Many manufacturers set apart a certain sum for promotional expense in connection with each item. All, or a part of it is invested in premiums,

given to the purchaser provided the purchase is made within specified time limits. These offers of limited duration have proved most effective in cur-

BE THIRTY.

MAGIC CHEF

with a



THE RANGE
WITH THE
**Lifetime
Burner**
GUARANTEE



WARRANTY
 This Magic Chef Range is guaranteed for one year against defects in material or workmanship. If it becomes necessary to replace any part, we will do so free of charge.

EVEN THOUGH YOU DO NOT WANT YOUR NEW RANGE AT ONCE, IT WILL PAY YOU TO SELECT ONE NOW... FOR THE NEXT TEN DAYS WE WILL GIVE YOU:

\$25.35 worth of time and labor-saving utensils, as shown below, for your old range... in exchange for a new Magic Chef, selling for \$79.95 or over.

THIS OFFER POSITIVELY ONLY FOR A LIMITED TIME! Take advantage of this offer AS SOON NOW, before further advances in new material makes it necessary to increase range prices.

We Will Give You All This for Your Old Range If You Buy Now





This pressure-cooker keeps food from its original condition and does a variety of uses.

A large wooden mixing spoon, 12" long by 2" deep, made of hard wood, who doesn't want this? It's a real kitchen essential, perfect for stirring soups, stews, casseroles, etc. Get yours now while you can! Only one at each store.




Electric Percolator, Seven Cup Model. Absolutely Dependable.

This Large Wood Mixing Spoon FREE to Every Woman Visiting Our Stove Dept.



DURING THIS SALE

EPP
Furniture Company
1307-1309 State St.

SEE THE NEW MAGIC CHEF

ing procrastination in buying. A family may recognize that a new gas or electric range is needed. A good one costs a tidy sum of money. When its purchase is talked about, there comes to mind a number of other things the family wants that do not cost half as much as a new range, so in too many instances the less expensive things are bought first.

Sales and promotion managers, knowing this, use a portion of the promotional appropriation to provide as a premium something that most families would want, and then say—through the medium of local newspapers, direct mail to dealers' lists, and by window and store displays—that if the needed range is bought within a stated time, the purchaser will also receive, without extra expense, the premium.

There is the recognized need of the range; the offer of the premium that is also wanted; the warning that if the time is allowed to slip by without purchasing, the range will cost just as much, but the family will be the loser to the extent of the retail value of the premium. Procrastination vanishes. This is all accomplished through a shift in the manner of expending the promotional allowance.

Even yet there are some concerns that, while reaching out for the added volume of business premiums will bring, either hesitate to make an out-and-out premium offer or are facing some industry or local trade practice code, and so camouflage it, usually offering to give a certain article in exchange for the customer's old equipment, providing purchase of the new is made. This also obviates making any special allowance for the old on a trade-in basis—a decided saving.

How deep-rooted the use of premiums to increase sales volume in these fields has become is manifest when one reviews the offers made through the local dealers, as all must be. The offers may be taken as a premium check list for the respective industries.

In an effort to attract the consumer who needs a new range—yet hesitates over the expenditure—this furniture dealer offered with the sale of every 1940 model Magic Chef \$25.35 worth of related products in exchange for the old range, if the new one were bought within a limited period. Premiums of this type tend to influence the person in the market for a range to decide on the Magic Chef, in preference to a competitive product which offers no inducement, because the premium happens to be wanted and the range is needed.



Often a carefully selected sample in a few markets can serve your purpose as well as widespread interviews in many. Often a hundred housewives can tell you things about your new package that your designers may not have figured. The opinions of even two hundred dealers on certain phases of your advertising and merchandising operations may furnish the clue to success or failure. A consumer or dealer study in a specific area may bring out the answers to questions about falling sales.

In the files of Ross Federal Research Corporation are hundreds of complete research studies which cost the client less than two hundred dollars. Even though each of these market analyses

was inexpensive, each was based on an adequate sample. Each answered questions that the client wanted to know.

Consumer interviews, traffic checks, radio co-incidental surveys, point-of-sale studies, and all other aids which modern marketing research offers to business, can be localized at low cost.

Ross Federal knows what to ask and where to ask it. Experienced Ross Federal Research representatives are located in every important market from coast to coast. Right now your business has vital marketing and sales questions that need answering.

Why not talk with a Ross Federal man today?

ROSS FEDERAL RESEARCH
CORPORATION 18 EAST 48th STREET • NEW YORK
AND 31 KEY CITIES FROM COAST TO COAST

FIRST with the Facts!

Washing Machines

Make	Premium
General Electric.	13-pc. towel set and clothes hamper
Westinghouse....	10-pc. set of Pyrex ware
Kelvinator.....	42-pc. set of sheets, pillow cases, towels, etc.
Hotpoint.....	30 packages of Rinso
Montgomery Ward.....	Portable all-white twin rinse tubs
Norge.....	48-pc. matched towel ensemble
Thor.....	32-pc. Chinex dinner set
Bendix.....	45-pc. set of towels, sheets, pillow cases and spread
ABC.....	8-pc. set of chrome cook ware
Blackstone.....	Breakfast set—drop-leaf table and four chairs
Challenger.....	10 pr. of ladies' silk hosiery
Barton.....	Seven-jewel ladies' wrist watch

The rinse tubs and Rinso were the only premiums related to the product in their use, and the latter violates the injunction not to use as a premium anything that must be purchased to use with the product bought. Washing machines require soap products. The gift of the 30 packages of Rinso did not increase the consumption of that, or any other soap product, but did deprive the local grocers of the sale of that number of packages. If, for example, a watch had been offered, the dealers would have made their sales of soap products and the watch manufacturer would have had an outlet for as many watches as there were washing machines sold. If only for the sake of amity among local dealers, it's wise to bear this in mind.

Gas Ranges

With ranges it will be noticed that a majority of the premiums are related to the product, or indirectly as in the case of dinner sets. Among the offers in this field have been the following:

Make	Premium
Norge.....	8-pc. triple-thick aluminum cooking set with 20- by 20-inch tray
Magic Chef.....	122-pc. "Springtime" dinnerware ensemble
Magic Chef.....	Spun aluminum serving set, extra heavy aluminum cooker, 8-pc. utensil set and aluminum dripolator
Quick Meal.....	53-pc. china dinner set
Wedgewood.....	10-qt. Wearever aluminum "Easy Dinner" cooker
Roper.....	25-pc. Rainbow luncheon set
Detroit Star.....	109-pc. dinnerware outfit; 45-pc. dinner set; 32-pc. of both glassware and silverware
Globe.....	Electric food mixer or 10-pc. aluminum set

The second Magic Chef offer above was as an exchange for the customer's old range if the new one were purchased during the sale.

Furniture

Furniture manufacturers and dealers cooperate in premium offers to secure the patronage of those in the market. The offers are divided among sales of suites and purchases aggregating fixed amounts, although the manufacturers of cedar chests exhibit an increasing regularity in premium use.

Product	Premium
Bedroom suites from \$100...	Dormeyer electric food mixer
Living room suites	1940 Zenith radio with Wavemagnet
Living room suites from \$100	4-pc. silverplated coffee or tea set and folding tray-table
Lane cedar chests	60-pc. bedding and towel ensemble
Blue Bird cedar chests	Silk down-filled comfort
Callard cedar chests	Bathroom scales



Radio Sets

Premium use has invaded the sales policies of the big names in radio, the conquest being a tribute to efficiency. Related premiums appear only in connection with radio-phonograph combinations. Specimen offers are as follows:

Make	Premiums
RCA Victor.....	Chest of Rogers silverware
Westinghouse....	36 records with radio-phonograph combination
Philco.....	Sessions self-starting electric clock
Crosley.....	Electric mantel clock
Truetone.....	32-pc. dinnerware set
De Luxe.....	K-M electric mixer

Electric Refrigerators

With electric refrigerators the majority of the premiums were not related to the product in their use. Four typical offers were:

Make	Premium
General Electric.	6-pc. decorated refrigerator set
Frigidaire.....	59-pc. set of silverware in chest
Coldspot (Sears, Roebuck)....	54-pc. set of Rainbow tableware
Allied.....	Floor lamp, three-light, parchment shade

Miscellaneous

Outside of the classes of products already mentioned, there are many others that belong in the group of items infrequently bought, and to aid the sales of which premiums play an important part.

The manufacturer of a prominent make of electric kitchen mixer makes it possible for his dealers to offer an all-steel enamel kitchen table (with a lower shelf to hold the mixer when not in use) which is given free to all purchasers, provided the purchase is made within specified dates.

Used car dealers find premiums a decided aid in making added sales. In Illinois, Jaffe Motor Co. offered a portable radio with every used car purchased at \$200 or over, and practically closed out the entire stock.

General Electric dealers have used one company product as a premium to sell another. For instance, a 1940 model G-E mixer was offered as the premium to create volume sales of G-E vacuum cleaners, both being delivered for the regular price of the cleaner alone.

Linoleum is another of the family purchases made only once in a blue moon, and hence there's a struggle for the trade of the prospective customer. The makers of Pabco have been conducting a highly successful premium campaign on behalf of their product, gaining a heavily increased share of the 9 x 12 and larger-sized purchases through making it possible for their dealers to give with such purchases a five-piece kitchen cutlery set in stainless steel, in an attractive leatherette roll-up kit. Liberal local advertising backed the dealers' offers.

These various instances of premium offers to influence the purchase of products have been selected as a cross-section of the methods now so widely used to capture the patronage of the buyer who is in the market only at relatively long intervals. The longer the intervals, the more important is that capture.

The Story of 22 Coal Men Who Refused to Take the Count

(Continued from page 22)

One of the important things the Committee already has done this year is conduct a three-day stoker clinic in the American Royal Building, Kansas City, April 23, 24 and 25. The first venture of its kind, it was outstandingly successful. Fifteen stokers were continuously under fire, burning each day the coal of a different state (Oklahoma, Kansas and Missouri), so that the 1,000 dealers from 15 states and the 2,000 members of the public could see stokers and coal under actual working conditions. Dealers mixed with stoker salesmen and the public in a question-and-answer clinic where all three sought and secured practical information.

Here they learned, by seeing them operate, about electrical controls, refractory furnace liners, etc. It was a dealer clinic from nine to three, a public clinic from six to ten in the evening. Of the 2,000 people, between 750 to 1,000 were prospects. The Committee furnished free space, electric outlets, etc.; the stoker companies furnished and installed stokers, provided for the heating apparatus in which stokers were fired, and kept salesmen in charge of their exhibits. The industry has had stoker schools, with outstanding speakers addressing dealers and the public. In the opin-



A. R. Stock

For ten years he has plugged the use of automatic coal-burning stokers with films, which he makes himself and shows up and down the Mississippi Valley. Early last year he was named chairman of the Bituminous Coal Utilization Committee, a co-op group of mine operators, which took up his stoker campaign. He has been sales manager of Sinclair Coal Co., Kansas, for three years, with the company for 18 years. He is president of the Kansas City Coal Service Institute, which was the first to give free information about coal.

ion of the Committee, the clinic is more effective, more closely parallels the clinic of the physician.

One of the greatest benefits of this campaign has been the effect on the dealer. During the period in which stoker coal and stokers were being perfected, they left a good many scars. In the early days the dealer furnished the coal and removed it from his customer's bin when it did not perform properly. He sometimes recommended the stoker, or installed it—and removed it when it did not work properly. If he was not selling yard screenings for stoker use, then his competitor was; there was no margin as compared with hand-fired coal.

The Committee's campaign converted many of those who had foregone the stoker field because of its early imperfections. They saw that those imperfections were gone, that the public was interested. Coal salesmen who called on them made them familiar with such new devices as the hold-fire. Education of dealers continues in the direction of such things as cleaner and more efficient stoker installations and stoker coal deliveries.

Other areas over the country now are using or planning promotions similar to the one evolved by the Committee. The tide has been stopped; it has been turned slightly. But there still is a long way to go.

CENSUS

and Consensus

1940 census figures will show Nashville with 166,785 people — a gain of 8.4%.

Metropolitan Nashville, comprised of nine of the 13 districts in Davidson County has 241,318.

Population—a gain of 15%.

EVERY YEAR the increases in circulation for these newspapers are substantial. Solid growth in a sales producing market. After duplication is deducted, 96% of the metropolitan Nashville families are reached through our columns. Circulation for the 6-months period ending March 31 is 128,240 daily—64,364 **BANNER**; 63,906 **TENNESSEAN** (duplication is less than 10%). Sunday, the advertiser reaches 107,667.

Nashville Banner
EVENING
NASHVILLE TENNESSEAN
MORNING SUNDAY

For detailed information write NEWSPAPER PRINTING CORP., Agent, Nashville, or the nearest office of our representatives, THE BRANHAM CO.

Business-Consumer Relations

War Emergency Likely to Intensify Consumer Movement Instead of Washing It Up—Today's Consumer Situation Summarized Under Ten Heads

WHAT effect will the war, and the swift changes it is bringing in attitudes and actions, have on the consumer movement?

This is a logical question at this time—one that has the serious attention of many business quarters, because the effect of the war on the consumer movement bears importantly on the productive and distributive mechanisms of the country, and is a vital factor in business-consumer relations as they reshape themselves and are advanced to meet new conditions. The consumer movement, it is held, never demanded greater consideration from business than it does in these days of emergency.

Is Movement "Washed Up?"

This belief is in direct contrast to that of the few business leaders who now seem to believe that the consumer movement is "washed up" as a force to be reckoned with. They feel that the distractions of the war, the turning of popular attention to matters of defense, the silencing of the critics of business and advertising, and the dissolving of radical opposition to the American system, mean that the consumer movement is practically a thing of the past, to be forgotten—or, if remembered, to be regarded as an unpleasant phase in business history. It might be said that the business men thinking this way probably never took the consumer movement seriously and saw it only as a temporary nuisance.

Facts Disprove Theory

Facts do not support any such business attitude. Consider first, the factor of aggressive consumer leadership. Will this leadership cease? If it does not, will it lessen its determination for what it believes to be reform? Will its zeal be dissipated? None of these is thought likely in view of the known intention of this leadership to use the war emergency as an aid in achieving the consumer goals it has set. This leadership is strongly entrenched both in government circles and among national consumer organizations. It has power and it has permanency.

The appointment of Miss Harriet Elliott, of Women's College, University of North Carolina, to head the

consumer division of the National Defense Commission, is the second factor disproving the theory that the consumer movement is over. As the result of this appointment, the consumer angle will be emphasized in the nation's defense program, and consumer consciousness will be kept constantly aroused. The expressed concern of the Administration with the welfare of the consumer will keep the consumer movement in vigorous action.

Part of Defense Program

Significant, too, is the naming of Dr. Caroline F. Ware, head of the social studies section of the American Association of University Women, as assistant to Miss Elliott. Dr. Ware is in the forefront of activity in the consumer movement. Located in Washington, she is close to and participates in governmental consumer interest moves, and her appointment in effect takes the professional consumer leadership into the defense program of the country. This means that what has been regarded as the "aggressive" consumer leadership is placed in a more advantageous position to carry out its plans for the things it considers necessary to consumer "progress."

Consumer Commission

Consequent to these developments in Washington, it is expected, will be the coordination of consumer agencies for the "protection of the consumer." To all intent and purposes this will be equivalent to a consumer commission growing out of the war emergency. This has been sought in Washington since last Fall; and, while the expected coordination will not be all the advocates for a Department of the Consumer want, it will give some form to the idea and prepare the way for a permanent consumer division in the Federal government when and if political events are favorable to the plan.

Rank and File Reactions

The third factor indicating that the consumer movement will not be stopped by the war is the expected reactions of rank and file consumers who have already become a part of the movement, or have been influenced by it. Keeping in mind the great impetus the government will give consumer ac-

tivity, there is added reason for continued rank and file interest because of higher taxation owing to defense plans, normal price increases, and probable curtailed production of consumer goods. These, it is held, will make consumers more careful in product selection and definitely more price-conscious. Their efforts to become better buyers and users of products of American industry will grow as war developments affect their "pocketbook interest."

Educators Push Movement

Overlooked by many, and constituting the fourth factor in the basis for belief in a continuing and stronger consumer movement, is the fact that consumer education is now as much a part of school and college curricula as any basic subject. It has been given an accepted status in all educational circles. It has a place in the educational sphere that transcends any political considerations. It is a permanent part of the preparation for life, and educators are working diligently in evolving subject matter and instruction methods better to meet the practical needs of students. If all the other factors were eliminated, this one alone is sufficient for belief in a consumer movement that will not be "washed up." In the present emergency it can be expected that schools and colleges will intensify their study of consumer economics and bring it into new focus because of war conditions.

Today's Consumer Situation

The consumer movement as it presents itself to business today, may be summarized as follows:

1. The war emergency is regarded by consumer leaders as the greatest stimulus to consumer activity.

2. "Consumer protection" will be highlighted and emphasized as an integral part of the national defense program.

3. The war will not divert consumers' attention from their efforts to become better buyers and users of products of American industry.

4. The work of consumer leaders will be advanced by a defense-program-fostered coordination of consumer activity approximating a Federal Department of the Consumer.

5. Radical opposition to free business enterprise has not been dissolved—it has only changed its "line" to give it strategical advantage. It is using brains.

6. This opposition will revamp some of its methods but it will not alter its aims. It will apparently seek to disarm criticism of its purposes to

get more adherents to its objective plans.

7. Criticism of business and advertising has been partly silenced not because the critics have been converted, but because they are too smart to voice much unpopular criticism at this time.

8. The possible change in the national administration may mean some changes in top consumer leadership in Washington, but there will remain some second, and many third-string "consumer protection" workers entrenched in their jobs.

9. Even if "popular" consumer activity wanes, professional consumer leadership is in the saddle, and would hardly need general consumer backing to "get what it wants," if conditions created by the war are favorable to its aims.

10. The schools and colleges, with consumer education as an accepted subject of study, will keep the consumer movement a "going concern," and will give it increasing vitality and timeliness.

Business Leadership Urgent

Business leadership in the consumer movement has been constantly urged. With the country facing a crisis that leadership is now needed more than ever, and it is declared that for business either to neglect or ignore the professional consumer attitude will invite danger. Business wisdom, it is said, would dictate meeting the consumer movement with a realistic program of economic education which would, first—meet an obligation business owes its customers; second—contribute to the economic literacy of the people, and third—protect the system of free enterprise, the basis of the country's security and progress.

Business Participation Needed

It is understood that Miss Elliott, as head of the Consumers' Division of the National Defense Commission, shortly will hold a conference with representatives of consumer organizations. To the conference will be invited representatives of retail trades, but there has been no mention, although it might be contemplated, of asking manufacturers of consumer goods and leaders in advertising to attend. This has been disturbing to some business men who feel that all business should be in active cooperation with Miss Elliott and her division, and to do so it is necessary to participate in her councils. It has been suggested that representations in that direction be made to Miss Elliott by business leaders.

As of July 1, Miss Elliott had assembled a staff of assistants and con-

JULY 15, 1940

MICHIGAN *Is Calling!*



FEW, if any, industrial areas in the United States stand to share in the forthcoming industrial upsurge to the same extent as Michigan.

For a long time, Michigan promises to be one of America's best employed, most able-to-buy markets.

Already, National advertising in some Booth Newspapers is approaching 1929 volume . . . and the trend is still sharply upward.

Michigan is calling to every advertiser and schedule maker to take full advantage of an unusual advertising opportunity.

For specific information on the eight Booth Michigan Newspaper Markets, ask I. A. Klein, 50 E. 42nd Street, New York, or John E. Lutz, 435 N. Michigan Avenue, Chicago.

BOOTH

Michigan

Muskegon Chronicle • Kalamazoo Gazette
Jackson Citizen Patriot
Grand Rapids Press • Ann Arbor News
Flint Journal • Saginaw News • Bay City Times

NEWSPAPERS

AKRON IS ASSURED IT WILL REMAIN THE RUBBER CAPITOL OF THE WORLD!

In a printed statement published in the Akron Beacon Journal June 26th, William O'Neil, President of General Tire and Rubber Company, said:

"We are pleased to announce that in the near future we will make a substantial addition to our plant. This new five-story building is a reality solely because for the first time in six years we have reasonable assurance of uninterrupted production. It reflects our faith in Akron and our desire to maintain Akron as the Rubber Capitol of the world. We believe the "Old Akron" has come back, and it is our firm resolve to continue to have our tires made by the best workers in the world — the rubber workers of Akron.

"It is a matter of record that the Akron rubber companies pay the highest hourly wages of any industry in the country; in the months to come our facilities should be taxed to the limit to meet the current record-breaking demand for our tires."

*The above statement by Mr. O'Neil is just one more reason why we say, "Akron is a rich Market that you cannot afford to overlook when planning your sales promotions." For complete economical coverage of this free-spending area, use the

AKRON BEACON JOURNAL

Represented by: Story, Brooks & Finley

New York

Philadelphia

Chicago

Cleveland

Los Angeles

sultants that includes consumer representatives, but none from business. It may be the plan to add such consultants later, although there has apparently been no announcement of such intention.

In addition to Dr. Ware, who will be executive assistant and liaison with the Bureau of Research and Statistics, the consultants already named are Mrs. Minnie Fisher Cunningham, General Federation of Women's Clubs; Miss Mary Dublin, National Consumers' League; Dr. John M. Cassels, director, Institute for Consumer Education; Miss Frances Williams, laboratory division, Y.W.C.A.; John Edelman, U. S. Housing Authority; Miss Josephine Wilkins, Georgia Citizens Fact-Finding Committee, and Louis Adamic, author.

Business-Consumer Unity

It is held that the inclusion of business men in the councils of Miss Elliott's division will make for efficiency, prevent delays in action owing to misunderstandings, and will generally clarify the consumer and business relationship as it has to do with defense moves. This would mean business-consumer unity, needed at all times, but especially so now. The time has come, it is declared, when quarreling between consumers and business should stop, and a joint defense effort might help bring the two together in lasting friendship.

CU Holds Annual Meeting

Remembering, evidently, the pyrotechnics that marked its 1939 annual meeting held in New York, the Consumers Union of United States, Inc., took itself to the quiet of Amherst for its gathering this year, and at the Massachusetts State College met in joint session with the comparatively young American Association of Scientific Workers. Somewhat over 100 consumers, cooperative representatives, laboratory technicians and government officials attended the sessions, in contrast to the crowded attendance at New York City's Town Hall, where the annual meetings have been held heretofore.

Refutes Technical Insufficiency

There was an important reason for the joint meeting of CU with the scientific workers. The technical competency of the rating agency has been long under fire, although it claimed to have 200 skilled technicians in various lines assisting in its work. Only the Boston-Cambridge chapter of the American Association of Scientific Workers came together with CU at

Amherst, but the Association, it was announced, has 800 members in chapters in New York, Philadelphia, New Haven, Princeton, Chicago, and Berkeley, Cal., as well as in Boston, and their support has been thrown to the consumer rating organization. This is expected to shake off for all time the label of technical insufficiency which has been tacked on CU from time to time.

Will Aid Consumer Groups

The formation of the American Association of Scientific Workers was announced in a CU monthly report last year. It is described as an organization of "scientists with a social conscience." Its membership is made up of college professors, and it has created a Committee on Relations with Consumer Organizations. It is through this committee that the Association will render substantial aid to Consumers Union, it was indicated. This work will be one of the most important activities of the group.

Rating Agencies Boosted

The CU-Scientific Workers meeting was highlighted by talks by such consumer celebrities as Donald E. Montgomery, Consumers Counsel, Agricultural Administration; Dr. John M. Cassels, director, Institute for Consumer Education; Dr. Louise Stanley, chief, Bureau of Home Economics, U. S. Department of Agriculture, and

Dr. P. G. Agnew, secretary, American Standards Association. Consumer protection was the keynote of the discussions, and rating agencies came in for general boosting. Dr. Cassels pointed out that consumers must use their own testing agencies to make determinations about products which producers know, but "which they do not tell, or cannot be counted on to tell truthfully."

Economic Education Needed

Business men who did not read about the support voted consumer cooperatives at the annual convention of the International Ladies' Garment Workers Union in New York recently, will be interested in the following resolution adopted by the convention as a whole:

"RESOLVED, That the delegates of this Convention express their support for the consumer cooperative movement as a force of great potential importance in labor's struggle for a better life; and be it further
"RESOLVED, That they urge the members of our Union to join consumer cooperatives where such exist and to help form new ones where necessary."

Without respect to the pros and cons of consumer cooperatives, many business leaders see in such actions as the one taken by the ILGWU the pressing need for rank and file economic education to correct fallacies, misconceptions and misunderstandings now given currency among all consumers.

Marketing Flashes

[A Joseph's Coat for the Homely Corrugated Box—How]
[to Figure the Result of a Price Cut in Five Seconds]

Colored Corrugated

A new material with the trademarked name Colorgated which will allow corrugated containers to be made in patterns printed in as many as six waterproof colors in a single press run, has been announced by United Container Co., Philadelphia.

Colorgated, according to Murray Weiner, United s.m., who developed it, will combine the strength and economy of corrugated with the attractiveness of a fancy paper box. Heretofore it was impossible to print corrugated in all-over patterns. He feels that retailers, especially, will welcome Colorgated packages, which need no layer of corrugated paper for shipping. Further, "it is an ideal material for floor and counter displays because it economically combines strength with beauty."

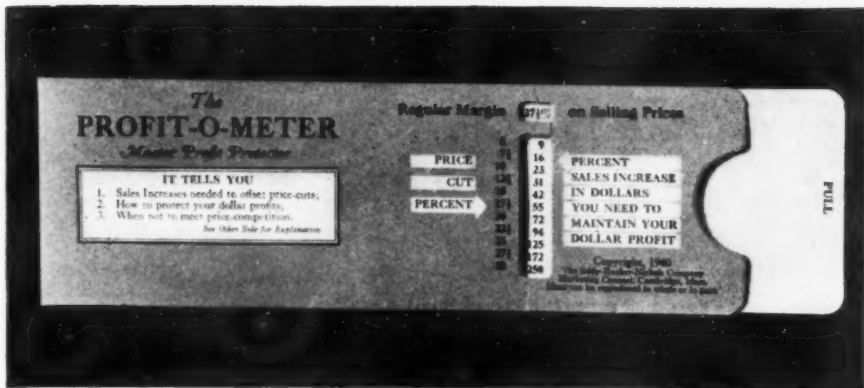
Corrugated paper is a \$221,000,000

industry. The company also "expects to make appreciable inroads on the \$271,000,000 set-up box, decorated box and folding box industry."

Profit-O-Meter

The Eddy-Rucker-Nichols Co., Cambridge, Mass., sales counsel, presents a device to stabilize prices, prevent price-cutting. Called a Profit-O-Meter, it is a cardboard envelope with slots. Pulling a tab from one end brings rows of figures into the slots.

These show the added dollar or unit sales necessary to offset a given price cut and maintain dollar profits. As the sales increases required vary, both with the amount of the price cut and original gross profit margin, the Meter indicates the effect of both variables in one figure. It reveals, for example, that a price cut of 7½% on a gross margin of 22½% requires a



To the price-cutting manufacturer who isn't "accounting-minded" the Profit-O-Meter will be, at the very least, a nasty shock.

39% increase in dollar sales merely to offset the price cut.

A development of E-R-N Co.'s basic pricing formulae, the Meter is being used by manufacturers, wholesalers and retailers to bring about a better understanding of the pitfalls of price-cutting. Some firms are utilizing it in training salesmen, branch office and store managers. Others are distributing it to customers in an effort to combat unsound price-slashes.

To an executive frothing, "We can chop our price, too, and meet those dirty competitors," the Profit-O-Meter may be a shock. It shows, for instance, that if the regular margin on the selling price is 15% a cut of 12½% would require a 425% advance in dollars to maintain the present profit, not to speak of increasing profit. That sort of cold water will cause a rampant price-cutter to think twice. Cutting prices may be cutting his own throat.

Of course the device also shows when it is wise to shave prices, provided increased sales more than compensate for the lower dollar returns. For both reasons the Meter is a handy pocket piece.

No Mercury

Artkraft Sign Co., Lima, Ohio, has introduced a fluorescent green neon tube that will not fade, darken or lose brilliancy under any temperature or through aging.

Formerly it was necessary to use mercury in any green neon tube. But just as the mercury in a thermometer goes up and down with the temperature, so would the brilliancy of mercury neon tubes vary—bright in warm weather, dim in cold. Hence such signs as "Joe's Happy Hamburgers" would read "o sappy Hug," and even more startling phrases decorated our cities. Also, mercury left a black deposit on the inside of the tube, dimming it with age.

This has been especially true with

fluorescent tubes because they achieve their brilliance through the action of "black light," or ultra-violet rays, on the fluorescent powder coating inside the tubes. Mercury deposit kills this action, causing a loss of 91% in brilliancy in less than a year.

Artkraft's fluorescent tubes have a secret gas mixture, no mercury. Companions to the non-fading green tubes are others in gold and pink. All have had both laboratory and field tests through the past two years.

Cash—Free

Some of the auto companies have been offering buyers of new cars cash instead of trade-in allowances on their old cars, and now Seattle Gas Co., in Washington, has adopted the same stunt. Purchasers of new gas stoves

are given the allowance on their old range to spend as they wish.

When the plan, which had no strings attached except a time limit, was announced the company was swamped with soprano telephone queries, "Do you *really* mean that I can get *cash* for my old stove?" In the final analysis, most purchasers chose to apply the trade-in value as a credit, instead of spending it for other things.

However, it provided the company with an excellent attention-getter because of its novelty, and brought in plenty of new business.

Bubble and Foam

Pepsodent Co., Chicago, has launched two new products in test cities across the country. Maybreath, the first, is a "new type bubbling mouth wash for sweetening the breath. No therapeutic claims are made, no 'secondary' uses mentioned. The product, unlike others on the market, is green in color and actually bubbles when used."

Pepsodent dental cream, a "new foaming type of dentifrice is stepped-up with 180% more Irium, an ingredient which Pepsodent has featured in its toothpaste and tooth powder for several years." A money-back guarantee "If you don't prefer it to any other dentifrice" is included in each ad. Agency: Lord & Thomas, Chicago. Newspaper ads are being used. The present sales test "will continue until Pepsodent has adequate data on which to base further moves."

(FACTS ABOUT BALTIMORE)



Here's a break-down of the MILLION PEOPLE in the Baltimore market--

What kind of people is just as important as how many people in determining the value of a market. Baltimore is

predominantly "native-white." It's significant, too, that only 5.1% of the entire population are over 65 years old!

Native white.....73.0%
Foreign born white.... 9.2%
Negro.....17.7%
Others..... 0.1%
—and 94.9% of the population are under 65!!

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR

BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★



Smart Young Mlle.

A couple of months ago, *Mademoiselle* created quite a stir with the announcement that its May issue—a Career number—carried more than 158 pages of advertising. That was said to be a record among women's magazines in the last decade.

A few days ago, we dropped in at 1 East 57th Street just as the August issue—a College number—was being put to bed. This issue will contain 346 pages over all, and more than 216 pages of advertising.

Manifestly, *Mademoiselle*—or Milly, as she's called—has a way. . . .

Circulation, for example, has doubled in the last year, from 178,057 in May, 1939, to an estimated 375,000 in May, 1940. And the May, 1939, circulation was 83% larger than the parallel issue of the year before. About two-thirds of this circulation is now newsstand, at 25 cents a copy.

Unlike *Vogue* and *Harper's Bazaar*, which might be described as "general" fashion magazines, *Mademoiselle* has devoted its five years of existence to the fashion needs and opportunities of "smart young women." Its readership ranges in age from 17 to 30 years. Some are college girls, some career girls, and some are married—in about the proportions of the nation's young womanhood.

Glamor Plus Practicality

They are all united, under *Mademoiselle's* sprightly tutelage, in making the most of their looks and getting the most out of life—within the limitations, usually, of modest incomes. There's plenty of chic and glamor through *Mademoiselle's* lively pages. But there's practicality too.

Mademoiselle, Inc., was formed by Street & Smith Publications, Inc. The magazine is Street & Smith's first how book, in its 85 years. S. & S. had concentrated primarily on pulp-paper fiction publications, oftener than not of the virile variety, for men.

William Ralston, vice-president of Street & Smith, is credited with the idea for Milly.

The first issue, in February, 1935, was somewhat up-stage-y, with a half-dozen short stories, and some Social Register names, such as Clare Boothe Luce and Princess Bibesco. It was also written largely about New York—if, indeed, not for New Yorkers. . . . "This Is New York" and "New York Nights."

The July, 1940, issue, by way of contrast, concerns itself frankly with the problems of the "Imperfect Venus."

Between the two of them, a lot of things happened.

At the time Betsy Talbot Blackwell was appointed editor, in April, 1937, *Mademoiselle* was losing steadily, at the rate of \$10,000 an issue, and Street & Smith's directors were very, very sick of it.

Mrs. Blackwell was promoted from fashion editor to editor—succeeding a man in that post. Other people who came to be responsible for the new *Mademoiselle* in-

cluded Franklin S. Forsberg, general manager; C. W. (Chub) Fuller, advertising director, and Mrs. Helen Valentine, promotion manager.

The new group went to Street & Smith's directors and asked for—and got—six months more of life. A. L. Grammar, new president of S. & S., and a former vice-president of Curtis Publishing Co., went to bat for *Mademoiselle*. There were plenty of possibilities in the book, he thought, if it could be made sufficiently interesting and practical, and if these qualities could be sold to readers and advertisers.

Mrs. Blackwell and staff proceeded to make it so. A promotion department, started under Mrs. Valentine, dug up and mailed out a series of success stories of stores and other *Mademoiselle* advertisers. Mr. Fuller and staff set out to turn one-shot ads (a plague of the fashion-magazine business) into 12-time contracts, and to prove to advertisers that the buy-ability of the "smart young women" covered not only clothes and cosmetics, but food and home furnishings and radios and books and motor cars, and other things.

One promotion piece, titled "All Dressed Up—and No Place to Live!" referred to advertisers as "strange people." A *Mademoiselle* reader "cares about the state of her bathroom . . . the size of her dining table . . . the serving of hors d'oeuvres." But "our advertisers" apparently think that "she sleeps on the floor . . . obviously never bathes or washes because no towels are visible—she has no soap and no shower curtains . . . She never cooks . . . She doesn't even eat."

Whereupon, *Mademoiselle* pointed out that in that year (1938), 48.6% of readers had bought sheets, 61.8, towels; 48.1 electrical appliances; that 79.6% either were married or planning to be; that, in fact, 45.4% were married, and that 55.7% of these had children.

These young women obviously were a market for a lot of other things, besides clothes and cosmetics.

Range of Advertising Widening

The college and career girls also were diversified markets on their own. *Mademoiselle* stimulates, and helps to gratify, the desire to go and do, and the instinct to be quite thorough about it. Although clothes and cosmetics continue to be the top classifications, "smart advertisers" currently are promoting, also, tobacco and automobiles, jewelry and silverware, handbags and luggage, resorts and hotels, soap and perfumes, sunglasses and shoes, and "success" and story-writing courses.

Mademoiselle hasn't dented the food and household appliances and equipment classifications very hard yet.

An important group of advertisers is department and specialty stores. In 1939, *Mademoiselle* carried a total of 128 5-6 pages from 24 of these stores, from New York to San Francisco, Los Angeles and Miami. Saks Fifth Avenue alone used 30 pages.

Mademoiselle has boasted that its circulation, although following young femininity throughout the country, is concentrated largely in the "46 important style buying centers." It also parallels closely the local lines of beauty parlor receipts and drug and jewelry store sales.

In 1939, *Mademoiselle* had a gain of 351 pages of advertising over 1938, or about six times as much as A. & P.'s *Woman's Day*, which ranked second in increase in pages, and considerably more than all nine women's magazines which made gains last year, according to Publishers' Information Bureau. (Nine other women's magazines lost about 500 pages among them.)

Thus far this year, *Mademoiselle's* advertising page total has been ahead, each month, of the parallel month of 1939. But there are still a lot of ups-and-downs. Last year, August carried 133 advertising pages, as against 13 for July. This year, August has 216, against 38 for July.

Special issues, with accompanying promotions, for college girls, career girls and young married women, initiated two years ago, have had a lot to do with the height of the peaks. (Obviously, the stores and other advertisers liked these issues.)

Mademoiselle is now filling in the valleys. The "Imperfect Venus" issue in July—normally the dullest fashion month of the year—was a step in that direction. Before long, perhaps, every issue will be special.

It is estimated that *Mademoiselle* has six readers per copy. Which means that some 2,000,000 young women already are convinced that each issue of the magazine, whatever its theme, means something rather special for them.

NBC Promotes Trammell

At this writing, the dope is that Niles Trammell, executive vice-president, will be elected president of National Broadcasting Co. at a meeting of the directors July 12, succeeding Major Lenox R. Lohr, resigned.

Forty-six years old, Mr. Trammell has been with commercial radio almost from its start. After an Army career, he joined Radio Corporation of America in San Francisco in 1923, and later became assistant sales manager of RCA's Pacific division.



Niles Trammell has risen from bottom to top in broadcasting, in the last 15 years.

In 1928 Mr. Trammell went to work with NBC as a salesman. Two months later he was made central division manager, at Chicago, and, in 1929, vice-president in charge of the central division. He has been executive vice-president, with headquarters in New York, since January, 1939.

Where Advertisers Spend

General Motors Corp.—by a wide margin—ranked No. 1 in expenditures of advertisers in newspapers, magazines, network radio and farm papers combined in 1939, the Bureau of Advertising, American Newspaper Publishers Association shows in

SALES MANAGEMENT

"Expenditures of National Advertisers," in these media, released last fortnight.

Motor car, food, drug, tobacco, soap, beverage, electrical and tobacco companies were included among the leading 25, in this order:

General Motors, Procter & Gamble, Reynolds Tobacco, Liggett & Myers Tobacco, General Foods, Lever Bros., Chrysler, Colgate-Palmolive-Peet, Sterling Products, Ford, Standard Brands, American Tobacco, Campbell Soup, Kellogg, General Mills, Bristol-Myers, Schenley Distillers, National Distillers, American Home Products, National Dairy, General Electric, Brown & Williamson Tobacco, Coca-Cola, Heinz and Seagram Distillers.

The book lists expenditures of 1,065 national advertisers for 2,851 products who spent \$25,000 or more in at least one of these media in 1939. Aggregate expenditure of all of them in the four media was \$345,628,598. Of this, \$131,768,171 was in newspapers; \$121,526,350 in magazines; \$81,759,977 in network radio, and \$10,574,100 in farm papers.

Tables included show the hundred largest advertisers in each of the four media and in the four media combined, and the number of advertisers and their aggregate expenditures in each of six expenditure groups.

The figures were compiled for the bureau by Media Records, Inc. Newspaper expenditure figures are based on Media Records lineage reports. Magazine, network radio and farm paper figures are from Publishers' Information Bureau.

NNPA Names Chairmen

Bradford Wyckoff, of the Troy, N. Y., *Record*, president of the National Newspaper Promotion Association, has announced committee membership for the 1940-41 year.

The chairmen are: Elsa Lang, New York *Herald Tribune*, association relations; W. Murray Metter, Wilmington *News-Journal*, bibliography; Irvin S. Taubkin, New York *Times*, the "Bulletin"; Jacques A. Caldwell, Port Huron, Mich., *Times-Herald*, constitution and by-laws; Ivan Veit, New York *Times*, convention; Fred Jablons, Newark *Ledger, Editor & Publisher* awards; Lee Tracy, New York *World-Telegram*, employment; Kenneth Mason, New York *Sun*, membership; Dave Freud, the *Chief*, New York, news; John Marston, Des Moines *Register and Tribune*, nominating; John C. Stafford, Rockford, Ill., *Star*, promotion service; Kenneth Seibert, Providence *Journal-Bulletin*, research; Raoul Blumberg, Washington *Post*, statistical, and W. J. Byrnes, Chicago *Tribune*, trade paper.

War and Ad Readership

Interest in Page 1 war news in the last year has not diminished readership of advertisements in newspapers, the "Continuing Study of Newspaper Reading," conducted by the Advertising Research Foundation, indicates in a supplementary report.

Readership of "any advertising" in papers studied last July and August was 76% for men, 91% for women. From April to June of this year, "any advertising" in the papers studied was read by 87% of the men and 95% of the women.

"Any" local advertising was read, by 65% of the men, 87% of the women last Summer; by 85% of the men, 95% of the women this Spring. "Any" national advertising was read by 42% of the men and 55% of the women last Summer, and by

62% of the men and 67% of the women this Spring.

Radio Rise Continues

Every major national network—CBS, Mutual and NBC-Red and -Blue—had larger billings in every month of the first half of 1940 than in the parallel month of 1939. CBS nosed out NBC-Red for top place in each of the six months, while Mutual—up 25.1—had the largest percentage gain.

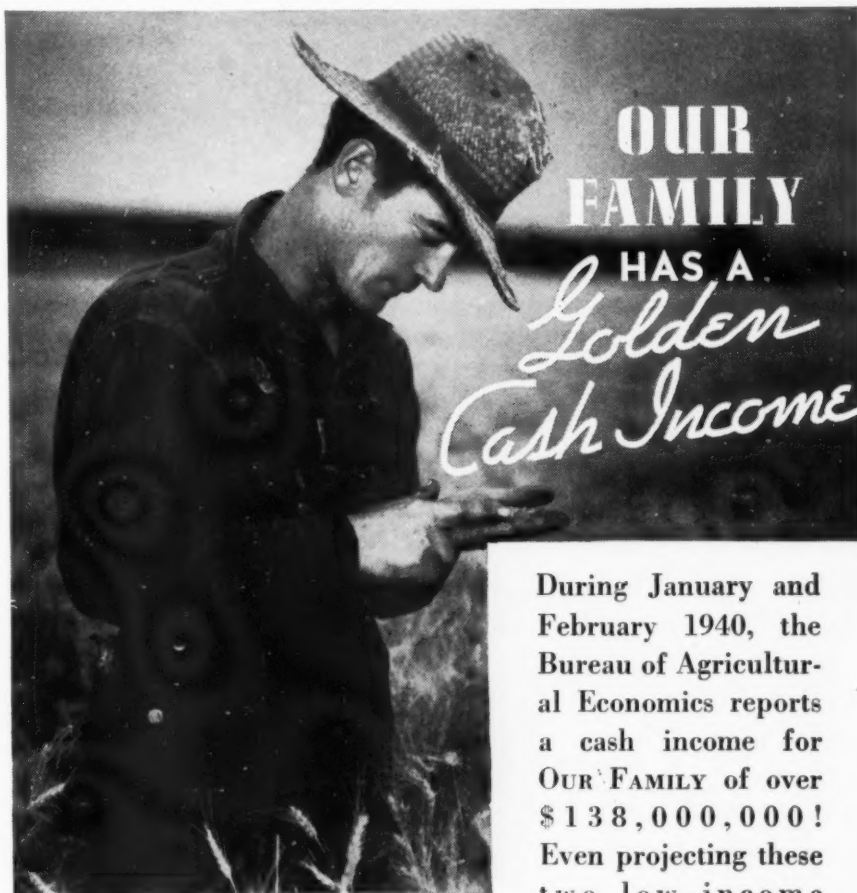
Columbia did \$20,457,372 in the six months and \$3,144,213 in June, increases, respectively, of 20.7 and 9.9%. NBC-Red rose 6.5% in the six months, to \$19,326,846, and 5.8% in June, to \$2,919,405. NBC-Blue climbed 17.6 in the six months, to \$5,233,030, and 16.1 in June, to \$722,-

695. Mutual gained 31.2 in June, to \$299,478, and totaled \$2,031,323 for the half.

Newspaper News

American Press Association, national advertising representative of more than 5,000 weekly newspapers, has formed an Advisory Council, embracing 19 leading publishers of such papers throughout the country to help "increase the market information available about country and suburban towns" and "encourage greater merchandising assistance among small town newspapers."

The Tucson *Arizona Star* and the Tucson *Citizen* have joined in unified operation. Tucson Newspapers, Inc., will handle pro-



**OUR
FAMILY
HAS A
Golden
Cash Income**

During January and February 1940, the Bureau of Agricultural Economics reports a cash income for OUR FAMILY of over \$138,000,000! Even projecting these two low-income months throughout

the year, it makes a mouth-watering market.

But 1940 is going to be one of the *best* years OUR FAMILY has ever had! Conditions never looked better!

Because our friendly, neighborly recommendations get fast, positive results, you'd better plan to let WIBW start telling the 1,321,980 members of OUR FAMILY* about YOUR product.

* In Kansas and adjoining states.

WIBW IN TOPEKA *"The Voice of Kansas"* COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

UP **83%**

**Because they know
a BUY when they
see one!**

PURCHASING advertising has nearly doubled in the first 4 months of 1940 (over same period 1939)! Alert industrial advertisers recognize the only national magazine for Purchasing Executives as the only way to reach every important Purchasing Executive in big plants. Increased circulation and reader interest under Conover-Mast ownership makes it today's best industrial advertising buy! Get the facts! Write Conover-Mast Corp., 205 East 42nd St., New York; 333 N. Michigan Ave., Chicago; Leader Building, Cleveland.

FIND OUT WHY
PURCHASING
lineage has doubled!

YOU WANT PROFITS

From DYNAMIC DETROIT
— So do WE. If you are a manufacturer with products or equipment that can be PROFITABLY MARKETING in Michigan and Northern Ohio a group of DETROIT SALES ENGINEERS, Graduate CIVIL, MECHANICAL and ELECTRICAL ENGINEERS with PROPER INDUSTRIAL CONTACTS in this area are interested in receiving complete details regarding your products. Write,

PAUL B. WALDIN
308 BOULEVARD BLDG.
DETROIT, MICHIGAN

duction of both papers, including business, mechanical advertising and circulation departments. News and editorial departments will remain independent.

The *Civil Service Leader*, New York, has become a member of the Audit Bureau of Circulations. The paper is edited by Seward Brisbane, only son of the late Arthur Brisbane.

The Bureau of Advertising last week issued an "Advertising Facts" promotional folder on the 20-year continuous institutional advertising campaign in newspapers of the Illinois Central Railroad.

"Living Lithography"

The Philadelphia Art Alliance in co-operation with the Lithographers National Association will present "Living Lithography," an all-industry exhibit, which will occupy the Alliance's entire building, 251 South 18th Street there, during the month of October.

Maurice Saunders, chairman of the board, LNA, is chairman of the honorary general committee, and Herbert Hosking, member of the Art Alliance general committee, is general chairman.

Point-of-sale advertising, travel posters, maps, fine arts, wall papers, fabrics, books, etc., will be included.

Heads Hearst Corporation

Richard E. Berlin, executive vice-president of Hearst Magazines, Inc., has been named president of Hearst Corp., parent operating company of the Hearst organization. (See photograph on page 15.)



Martin F. Huberth
is elected president
of American
Newspapers, Inc.

Martin F. Huberth, for many years in charge of the organization's real estate activities, has been elected president of American Newspapers, Inc.

John S. Brookes, Jr., has completed his work with the organization and has resumed his private law practice in Washington, D. C. J. V. Connolly, president of King Features Syndicate, succeeds Mr. Brookes as a director of American Newspapers, Inc., and Hearst Corp.

Red and Blue Network Changes

In connection with the establishment of separate sales set-ups of the Red and Blue networks—respectively under Vice-Presidents Roy S. Witmer and Edgar Kobak—National Broadcasting Co. has announced several changes in sales executive and sales personnel.

Harry C. Kopf becomes central division sales manager of NBC-Red, at Chicago, and James J. Neale sales traffic manager of the Red.

Edward R. Hitz, assistant to Mr. Witmer; I. E. Showerman, eastern division sales manager, and George H. Frey, sales service manager, continue with the Red in New York.

Executives under Mr. Kobak on the Blue



Harry C. Kopf



Paul McCluer

are Keith Kiggins, sales manager; Robert Saudek, assistant to Mr. Kobak and Mr. Kiggins, and Paul McCluer, Blue central division sales manager. Floyd Van Etten will serve as sales traffic manager.

Sidney N. Strotz continues as vice-president and general manager of NBC's central division.

Magazine News

War Note: "Because of war conditions," says *Parents'*, announcing a new advertising rate based on expanding circulation, "rates cannot be guaranteed more than six issues in advance."

Arts and Decoration will be combined with the *Spur*, with the August issue. Robert M. McBride, publisher of *Arts and Decoration*, is forming a new corporation, with offices at 116 East 16th Street, New York, to publish the combined magazine. *Spur* has been published in recent years by Frank Tichenor. Mr. McBride has been publisher of *Arts & Decoration*, *Fashion*, New York, published by George Delacorte, launches a trade paper campaign in anticipation of its first monthly issue, to appear August 23.

True Story will report, promotionally, the effect of defense business on the growth of the "wage-earner market" in various cities. The first is devoted to shipbuilding activity at Camden, N. J. Pictures accompanying the story show the busy-ness at the New York Ship Building plant there, and in a drug store, a super market, a motor car dealer's showroom, a variety store.

Curtis Publishing Co. creates the character of "Gimpy Gale," once a star reporter, now caretaker of a newspaper morgue, to tell an "Only Yesterday" story about Dr. Coué and Mah-Jongg and King Tut, crossword puzzles and Coolidge, bunion derbies and Tom Thumb golf—and "Cellophane." . . . In these 16 years, it seems du Pont proceeded to cover the earth with "Cellophane," and has reduced the price of it 20 times, from \$2.65 to 33 cents a pound. "The *Saturday Evening Post* and the *Ladies' Home Journal* have carried 86% of 'Cellophane's' total magazine advertising."

Fawcett is planning to add another to its list of 30 magazines. . . . Clarence T. Engdall has been named midwestern advertising manager of *Outdoorsman*, Columbus, Ohio, with office in the Tribune Tower, Chicago. . . . *Good Housekeeping* launches a magazine and newspaper campaign on the thoroughness of its product testing.

The *Young Catholic Messenger*, weekly news-magazine, published at Dayton by George A. Pfau, Publisher, Inc., and reaching 350,000 primary school pupils in 5,600 schools from coast to coast, will sell

SALES MANAGEMENT

"a limited amount of advertising space," for the first time.

Business Paper News

The 22nd National Metal Show number of *The Iron Age*, to appear October 10, will carry the sub-title, "Metals, Machines and Methods for Mobilizing Production for Defense." . . . Penton Publishing Co. has prepared, for readers of *Steel* and *Daily Metal Trade*, the 1940-41 issue of *Penton's Almanac*, containing data on the ferrous and nonferrous metal producing and consuming industries.

William T. Cruse, formerly sales director, Lumarith molding material division of the Celluloid Corp., has been appointed editor-in-chief of *Modern Plastics*, succeeding E. F. Lougee, who retires because of ill health. . . . Richard T. Roney has joined Conover-Mast Corp. as eastern representative of *Plant-Production Directory*.

In connection with the 35th anniversary of the Society of Automotive Engineers, the *SAE Journal* appeared this month with new cover and typography and modernized layout. Norman G. Shidle is executive editor.

Food Field Reporter has introduced a "Grocery Advertising Guide" as a regular editorial feature, "reporting in advance the advertising and merchandising plans of leading advertisers" in its industry.

Allen E. Beach, formerly managing editor of *Modern Brewery Age*, has become eastern editor and manager of the *Brewers' Digest* and the *Bakers' Digest*, with office in New York. . . . R. H. Deibler, Glendale, Cal., has been named Pacific Coast advertising representative of *Importers' Guide*, New York. . . . Associated Farm Papers has been named to represent the *Arizona Farmer* in the East.

Outdoor Bonus

In a brochure titled "More Circulation . . . For the Same Money in Poster Advertising This Winter," Outdoor Advertising, Inc., tells of the recent decision of members of this medium to offer "20% more panels in all showings, during December, January and February, at no extra cost."

This, it is explained, "brings the average circulation for these months not simply up to, but actually above normal. Instead of less circulation in Winter, the advertiser now gets more."

Radio News

Columbia Broadcasting System has issued "More for the Money," a brochure showing that "CBS advertisers now reach their audiences at 43% less cost per listener than they did four years back." The determination of net circulation costs was made by CBS after reviewing gross circulation figures and CAB program ratings. Steady increases since 1930 in radio ownership, radio use and CBS coverage are cited.

In cooperation with the National Resources Planning Board, NBC has introduced "This, Our America," a series of ten Wednesday evening programs on the nation's resources and their relationship to national defense.

The Bureau of Radio Advertising, National Association of Broadcasters, tells a "results from radio" story in the experience of Central Illinois Light Co. from

its "Cilco Town Crier" program over WMBD, Peoria, Ill. . . . Station WQXR, New York, had a gain of 114% in time sales in the first half of 1940, from first half of 1939.

The FCC has issued regulations concerning minimum hours of operation, allocation of stations, ownership requirements, etc., for frequency modulation stations. "To safeguard the public against monopoly," says the FCC, "no person or group

may directly or indirectly control more than one FM station in the same area." . . . Some 150 groups throughout the country are seeking permits to construct FM stations. . . . WOR's FM station, W2XOR, has moved its transmission facilities to the 42d floor of 444 Madison Avenue, New York.

Franklin M. Doolittle, general manager of WDRC, Hartford, cites in a news release "what is ahead for FM."

...JOIN THE THOUSANDS OF SALES MANAGERS WHO BANK ON ME FOR SUPER-SPEED SERVICE!..



Sales Managers everywhere use 3-mile-a-minute AIR EXPRESS to cut their time costs. Join these moderns and WING your shipments 2500 miles overnight. Special pick-up and special delivery. Complete national coverage, also to Mexico, Latin America, Honolulu and China. Phone RAILWAY EXPRESS, AIR EXPRESS Division.



ARE YOU SATISFIED WITH YOUR SALES IN NORTHERN INDIANA, SOUTHERN MICHIGAN AND WESTERN OHIO? . . .

Is there a job you want done here that requires local knowledge plus sales experience? We can help you in this field we know intimately—and at low expense because we're on the ground. Do you want . . .

A FACT FINDING JOB? NEW, ACTIVE DEALERS? A BETTER DISTRIBUTOR? A DIRECT MAIL, RADIO OR NEWSPAPER CAMPAIGN WITH LOCAL KNOWLEDGE AND DIRECTION? OPPORTUNITY INFORMATION? TELL US YOUR PROBLEM — WE'LL HELP!

Inquiries from established firms with products of merit will be promptly cared for. This local work need not interfere with your present agency. Write

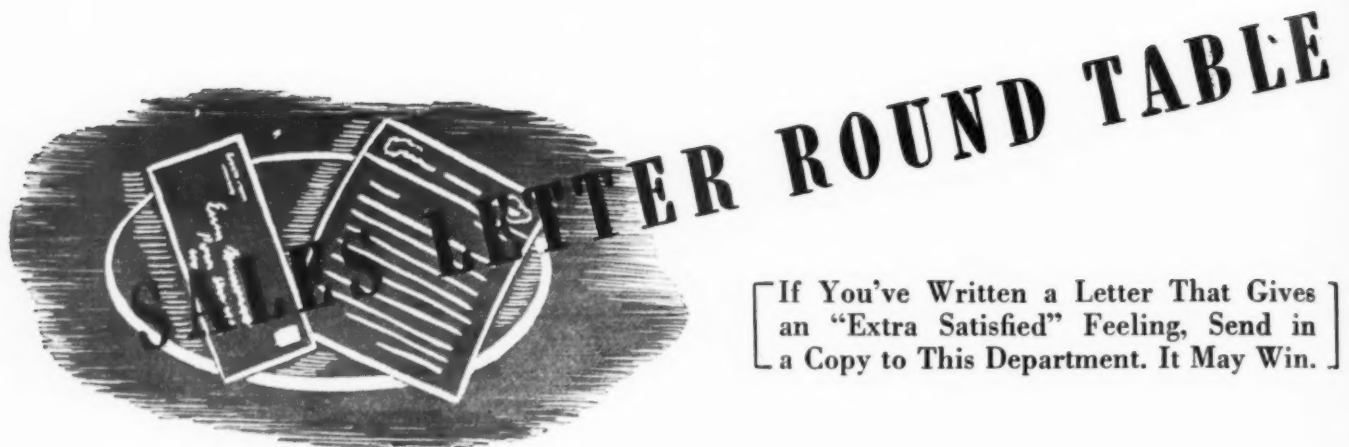
BONSIB ADVERTISING AGENCY
701 Old First Bank Bldg., FORT WAYNE . INDIANA
25 YEARS EXPERIENCE — FINANCIALLY RESPONSIBLE

MONTREAL
TORONTO
WINNIPEG

GIBBONS KNOWS CANADA

J. J. GIBBONS LIMITED • ADVERTISING AGENTS

REGINA
CALGARY
EDMONTON
VANCOUVER



[If You've Written a Letter That Gives
an "Extra Satisfied" Feeling, Send in
a Copy to This Department. It May Win.]

Thanking a Good Customer Makes Him a Better One

Uncle Jason Biggs, who kept the general store—ladies' dress goods, poultry feed, a fine line of harrows and plows—used to make it a point to thank his customers for their patronage. "I shore do appreciate your tradin' here," he'd say to strangers and old friends alike. "I thank you, and call again."

Modern big business can't duplicate Uncle Jason's personal farewells as he walked to the store porch, but it can follow his sound selling practice. The following letter, by John Morris, of Eagle Pencil Co., was sent to several hundred accounts whose business with the firm had increased. It helped considerably in bringing still further increases.

"When a customer increases his purchases from us as considerably as you did last year, we are happy for many reasons.

"Our first reaction is that business has been exceptionally good with you, which pleases us immensely for you are a valued friend as well as a good customer, and your success gives us real pleasure.

"Our next reaction is that your trade must like Eagle merchandise, that they buy it eagerly and come back for more. That makes us proud of Eagle quality and inspires us to make it still better.

"Then we like to think that your approval of our products extends to us personally, that a growing good will for our policies and our people is reflected in the increased business you place with us.

"Whatever the reasons, the record is there: Your purchases from us increased from \$200 in 1937 to \$400 in 1938, to \$750 in 1939 and we are sincerely grateful to you. We thank you for everything you have done for us.

"And here's hoping that all business will go ahead in 1940, that yours will be better than ever, and that you will still find us worthy of your favors!"

Sincerity Helps Turn a Bad Mistake into Good Will

So, your salesman, or the shipping department, or the credit manager made a mistake? The customer is hot under his collar and vows he'll "never send another order to those censored triple-dash asterisks again!" This situation plagues the best-managed companies ever and anon. How to deal with it?

John M. Palmer, sales manager of Lee Clay Products Co., Clearfield, Ky., uses man-to-man frankness, takes full responsi-

bility for the slip-up, asks pardon, promises to remedy the mistake without fail—and wins back a valued friend. The letter has proved most effective.

"We are pretty much disturbed by the report of our salesman following his visit with you yesterday. George writes about the mistake we made in not sending you a 7-in. Stove Pipe Bonnet last week. We acknowledge, Mr. Hawkins, it was our mistake, caused largely by a poor telephone connection. But when the truck driver told us of the mix-up, we sent the 7-in. Bonnet to you at once by commercial truckline. We did the best we could to correct the mistake in a hurry.

"You and we have been doing business together for a good many years and I can't believe one little mistake like that is to come between us. If the delay in getting the Bonnets to you caused any expense, you just let us know what the damage is and we will send you a check for it.

"We like your style of doing business. George Barnes thinks you are the most progressive building material dealer in his whole territory of Tennessee and Kentucky. Heretofore you have always received good merchandise from us . . . pipe and flue lining that your customers have liked. You

have always found us cooperative in handling direct sales to the city.

"So, there you are, Mr. Hawkins . . . we acknowledge our mistake . . . we are sorry for it and you may be sure that every one in this organization will be right up on his toes to see that your orders are properly handled in the future. We extend our hand to you, won't you accept it in your usual friendly way and send us your next order as evidence that everything between us is as it should be."

Persuasion for Prospects with War-Election Jitters

Are your customers hemming-and-hawing, waiting to see "what's going to happen in Europe" or "how is the election going to turn out"?

While such excuses are merely stalls for not signing that order now, they do often stop a timid salesman. The obvious answer is given by C. L. Williams, general manager of Sweet's Catalog Service, New York, in a persuasive and well-phrased manner. His letter is one that could be used in many lines.

"With 'Blitzkriegs' in Europe and an important election coming this fall, it is not easy to figure what the future will bring.

"But is it ever easy? In the last ten or 12 years you've seen plenty of predictions go both over and under the mark. And meanwhile what were the most successful companies doing?

"They were going right ahead, using the most effective means they could find, to help produce orders for their products—figuring that if the picking was going to be good, they had better do it, and if it was to be poor, they'd have to do it!

"We've watched a lot of them from this observation post—followed them through the ups and downs of general business curves—and invariably they are in better shape at the end of periods of uncertainty than their less determined competitors. It is more than a coincidence that most of them have completed arrangements for filing buying information on their products in the forthcoming Sweet's Catalog Files for the engineering and industrial markets.

"I hope that you, too, will do the same in the very near future. The things that make Sweet's Catalog Service so effective result from the united action of hundreds of manufacturers. And that's why I have to remind you that it is now or never for this year's files, which will be in use in 20,000 buyers' offices until the Summer of 1941.

"I think you won't want to miss the boat. If I'm right, please wire me collect."

Prize-Winning Letters for June

A. E. NACK
Advertising Manager
Rowe Manufacturing Co.
Belleville, N. J.

JOHN MORRIS
Assistant Sales Manager
Eagle Pencil Co.
New York, N. Y.

E. MOORE
General Manager
Martha Washington Candies
Fort Worth, Tex.

A. M. R. CHARRINGTON, JR.
Sales Manager
North American Smelting Co.
Philadelphia, Pa.

JOHN M. PALMER
Sales Manager
Lee Clay Products Co.
Clearfield, Ky.

CLAUDE S. GORDON
President
Claude S. Gordon Co.
Chicago, Ill.

from Curbstone



to Master Service Station



The modern tire dealer is a specialist, but he does not specialize in the tire business—he is equipped to render many diversified automotive services. He NOW sells and renews tires, of course, but he also sells batteries, automotive accessories, lubrication service, gasoline and oil and other products and services needed by the car and truck operator.

As a consequence TIRES Magazine today is just as good an advertising medium as can be found for manufacturers of batteries, gasoline dispensing equipment, lubrication equipment, accessories, illumination fixtures, and other service station equipment.

The 15,000 stations to which TIRES Magazine is sent each month have a tremendous buying power, for they represent the best in the business.

TIRES Magazine has been so closely and so successfully connected with the tire industry that

its influence on markets associated with the modern retail tire business is readily appreciated.

We know that TIRES Magazine is a good advertising medium for other than the makers of tires and tubes and the equipment bearing directly on the servicing of tires and tubes because more than 75% of its readers sell batteries; 85% sell car accessories, and 80% sell gasoline.

Some alert sales and advertising managers are going to give us a chance to prove this claim.

TIRES
THE TRADE PAPER OF THE TIRE INDUSTRY

420 Lexington Avenue, New York



Agency and Client Sign FTC Stipulation

The Federal Trade Commission announced last fortnight that it had accepted a stipulation from Platt-Forbes, Inc., New York agency, and its client, Peter Paul, Inc., Naugatuck, Conn., in which each agreed to discontinue certain representations in the sale and advertising of Ten Crown chewing gum.

The agency, on behalf of the client, agreed to cease advertising that the product "will make or help make teeth white or otherwise alter their inherent color except to the extent that it may do so through the removal of certain enamel film or debris from the teeth." The client agreed to discontinue such representations in the sale of the product.

Agency Notes

The American Association of Advertising Agencies has released Volume IX-a of

"Market and Newspaper Statistics," dealing with 58 cities over 100,000 population in the U. S. and Canada in which newspapers were audited to September 30 and December 31, 1939. Included are figures on population, number of families, English reading persons, income tax returns, audited newspaper circulations, lineage, retail rates, general rates and an analysis of sections of the A.B.C. reports which deal with circulation inducements.

The firm name of Jerome B. Gray & Co., Philadelphia, has been changed to Gray & Rogers. Edmund H. Rogers has been a partner in the agency since 1931.

Personnel Changes

W. B. Garthwaite has resigned as sales promotion manager of Pacific Railways Advertising Co., San Francisco, to join the creative department of Leon Livingston Advertising Agency, same city. The author of several children's books, Mr. Garthwaite was for many years copy chief of Pacific Railways Advertising.

Charles Ferguson, formerly with Cramer-Krasselt and Erwin, Wasey, advertising agencies, and the Curtis Publishing Co., has joined the Minneapolis office of Batten, Barton, Durstine & Osborn as an account executive.

Miss Paula Brill, copy director of Schoneman-Hening Agency, Philadelphia, has been made service director of the agency. Miss Constance Cloude replaces Miss Brill as copy director.

Green-Brodie, New York, has announced the addition of Armstead Coleman, for-

merly of Hudson Advertising Co., and Bruce Roberts, until recently associated with Buchanan & Co., to the agency's art department.

William Glicksman, former assistant advertising manager of Bulova Watch Co., has joined Surety Advertising Co., New York, as a member of the firm, to specialize in jewelry and housewares advertising.

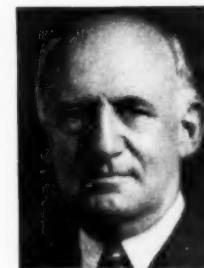
Miss Ruth Howell, formerly woman's page editor of the Philadelphia *Public Ledger*, is now a member of the publicity department of J. M. Mathes, Inc., New York. Before joining the *Public Ledger* Miss Howell was on the staff of *Fortune* and assistant city editor of the Washington *Daily News*.

Cecil & Presbrey, Inc., New York, has announced the appointment of John P. Kane as general executive and head of the agency's creative department. For the past five years Mr. Kane conducted his own New York agency.

(Right) John P. Kane, new head of Cecil & Presbrey's creative department.



(Left) Harry J. Winsten, now executive v.p. of L. E. McGivena & Co.



Kaiden-Kazanjan

Harry J. Winsten, at one time president of Winsten & Sullivan and later associated with Kelly, Nason & Winsten and Lennen & Mitchell, all of New York, has been named executive vice-president of L. E. McGivena & Co., same city. For seven years Mr. Winsten was sales and advertising counsel to Jacob Ruppert Co.

Forrest U. Webster has joined MacManus, John & Adams, Detroit, as account executive. Formerly associated with Union Metal Manufacturing Co., Mr. Webster is a past president of the National Industrial Advertisers Association.

Account Appointments

To: Tracy-Locke-Dawson, New York office, C. H. Musselman Co., Biglerville, Pa., packers of food products . . . Cecil & Presbrey, New York, Art Metal Works, Newark, manufacturers of Ronson cigar and cigarette lighters . . . N. W. Ayer, Philadelphia, Regal Shoe Co., Whitman, Mass. . . . Zimmer-Keller, Detroit, Detroit-Michigan Stove Co., manufacturers of gas ranges . . . Leo Burnett Co., Chicago, which has been conducting a special campaign on sausage meats for the Institute of American Meat Packers, the general account of the Institute to promote all meats.

To: Houck & Co., Roanoke, Va., Bettersilk Hosiery Mills, Bristol, Va., to promote the company's hosiery in fashion, women's and general magazines, trade papers and direct mail . . . General Advertising Agency, Los Angeles, Corsay Co., distributors of soaps and cosmetics . . . Carter-Thomson, Philadelphia, Wicaco Machine Corp., same city, manufacturers of precision built machinery . . . Fitzgerald Advertising Agency, New Orleans, Shrimp Canners National Advertising Association.

SALES MANAGEMENT

HUSTLE WITHOUT BUSTLE

We're hustlers when the occasion demands but we don't make any noise about it. Our service is as cheerful and quiet as it is speedy.

Roy Steffen
Karl Eitel
Emil Eitel



BISMARCK
HOTEL-CHICAGO
RANDOLPH AND LA SALLE

Free THE NEW PUBLICATION "HOW TO SET UP A SUCCESSFUL DEALER SIGN PROGRAM"

with actual case histories of successful programs as used by representative national accounts, will be sent you free upon request.



The ARTKRAFT Sign Company

General Offices, 1000 E. Kibby St.
Lima, Ohio, U. S. A.

The World's Largest Manufacturer of All Types of Signs.



SALES CONTESTS

Planning and Merchandising

Sample copy of our Merchandise Prize Catalog, and brochure, "Information on Sales Contest Operation," furnished to sales and advertising executives without charge.

SALES CONTESTS, INC.
Talbot Realty Bldg., Dayton, Ohio

PERSONAL SERVICE AND SUPPLIES

Cash Basis Only. Remittance Must Accompany Order.

Classified Rates: 50c a line of seven words, minimum \$3.00. No display.

EXECUTIVES WANTED

SALARIED POSITIONS. \$2,500 to \$25,000. This thoroughly organized advertising service of 30 years' recognized standing and reputation, carries on preliminary negotiations for positions of the caliber indicated above, through a procedure individualized to each client's personal requirements. Several weeks are required to negotiate and each individual must finance the moderate cost of his own campaign. Retaining fee protected by refund provision as stipulated in our agreement. Identity is covered and, if employed, present position protected. If your salary has been \$2,500 or more, send only name and address for details. R. W. BIXBY, Inc., 118 Delward Bldg., Buffalo, N. Y.

EXECUTIVES \$2,400—\$25,000—This reliable service, established 1927, conducts confidential negotiations for high grade men who either seek a change, or the opportunity of considering one, under conditions assuring, if employed, full protection to present position. Send name and address only for details. JIRA THAYER JENNINGS, DEPT. A, 9 CENTER STREET, NEW HAVEN, CONN.

EXECUTIVE POSITIONS—The Executive Bureau's personalized advertising service offers a dignified, practical and confidential procedure to salaried executives of outstanding ability to complete the important first-stage negotiations for the higher salaried positions. The low cost of each campaign is financed and controlled by the client in a fair contract agreement. Identity held in scrupulous confidence. Inquiries invited from those whose qualifications can meet exacting requirements. THE EXECUTIVE BUREAU, 700 Plymouth Building, Minneapolis, Minnesota, or 821 Commerce Building, Rochester, N. Y.

HELP WANTED

WANTED

Assistant Sales Manager—Leather Tanning Company. Age 33-38, college graduate. Must have industrial sales background, preferably in selling to shoe manufacturers. Practical experience in sales planning, market and product research, training and directing salesmen, and sales promotion essential. Mail details of qualifications, experience, and salary requirements, also small photo, (not returnable) to McKinsey & Company, Two Wall Street, New York City. Do not telephone or call in person.

INES WANTED

IS IT WORTH \$1.00 MONTHLY TO HAVE your name kept before all the important manufacturers of the lines you desire? Service is open to salesmen with excellent references only. Many lines available now. Free service to manufacturers. Box 731, SALES MANAGEMENT, 420 Lexington Avenue, N. Y. C.

The FOLLOWING SALESMEN AND/OR sales organizations have filed with SALES MANAGEMENT bids for new or additional products to be sold in the territory designated. Manufacturers interested in establishing contact with any of these sales representatives should mention the key-number at the beginning of the advertisement. This department is conducted solely as a service and SALES MANAGEMENT cannot guarantee the integrity of any of the individuals or firms represented in this list. To the best of our knowledge they are reliable. Address: READERS SERVICE DEPT., 420 Lexington Ave., New York City, N. Y.

Ag-94: Territory: Philippines, hdqrs., Manila. Wants auto accessories, electrical supplies, hardware, paper, stationery, chemicals, dyes, cutlery, silverware, brass & leather goods, textiles, drugs.

Ag-95: Territory: Pacific N.W., hdqrs., Multnomah, Ore. Wants mill supply, plumbing & industrial supplies selling to either jobbing or industrial trades.

Ag-96: Territory: Chicago, Minneapolis, Milwaukee, Duluth, St. Paul, Des Moines, Kansas City, St. Louis, hdqrs., Chicago. Wants hardware, drug, gift, dental supplies, school & stationery supplies selling to dept. stores & jobbers.

Ag-97: Territory: Ill., hdqrs., Chicago. Wants exclusive representation of meritorious product in Chicago and entire state of Ill.

Ag-98: Territory: Northeastern O., hdqrs., Akron. Wants beauty shop specialties; raw materials or machinery supplies used in manufacture of rubber products.

INES WANTED—Continued

Ag-99: Territory: Metropolitan N. Y., hdqrs., New York City. Wants builders' hardware, tools selling to jobbers and dealers.

Ag-100: Territory: Madison, Milwaukee, southern Wis., Chicago, & Ill., northern Ind., river towns in Ia., hdqrs., Chicago. Wants products selling to automotive, electrical jobbers; mill suppliers; hardware, airconditioning, refrigeration wholesalers.

Ag-101: Territory: Cal., hdqrs., San Francisco. Wants equipment selling to electric, gas, water, oil utilities, & municipal, state, & national buying agencies.

Ag-102: Territory: L. A. & territory, hdqrs., L. A., Cal. Wants products selling to doctors, dentists, hospitals, etc.

Ag-103: Territory: Ky., Tenn., hdqrs., Knoxville. Wants any meritorious service or product.

Ag-104: Territory: Pacific N. W., hdqrs., Spokane. Wants lines selling to hardware, electrical, furniture trades; dept. stores.

Ag-105: Territory: Ind., Ky., southwestern W. Va., southwestern O., hdqrs., Cincinnati. Wants lines selling to electrical, hardware, automotive & mill supply jobbers.

Ag-106: Territory: N. Y. metropolitan area & surrounding territory; hdqrs., N. Y. City. Wants radio, sporting goods, electrical appliances, photographic supplies selling to retailers, wholesalers & manufacturers.

Ag-107: Territory: Canada, hdqrs., Toronto, Ont. Wants drugs, sundries, office equipment.

Ag-108: Territory: N. Y., Ohio, W. Va., western Pa., Ky. Wants line selling to jobbers and dealers. Commission basis satisfactory.

Ag-109: Territory: La., Tex., hdqrs., Dallas. Wants electrical item or lighting fixtures selling to electrical, hardware and appliance jobbers.

Ag-110: Territory: Tex., La., Ark., Okla. Wants two lines for dry goods and dept. store distribution.

Ag-111: Territory: National, hdqrs., N. Y. City. Wants meritorious mdse. or a service offering profitable opportunity selling through mail.

Ag-112: Territory: Eastern states, south east, or national. Wants sidelines or sustaining lines or items for drug, dept., chain, or novelty store trade.

PHOTO POST CARDS

PHOTO POST CARDS
Newest, most economical method of displaying any product. Samples and prices on request. Graphic Arts, Hamilton, Ohio.

MAILING LISTS

SPECIAL MAILING LISTS. CHEMISTS, ACCOUNTANTS, Credit Managers, Sales Managers, Traffic Managers, Export Managers, Purchasing Agents, Officials of Corporations, High Salaried Executives. Write RESULTS ADVERTISING CO., MAILING LIST COMPILERS, 709 Pine Street, St. Louis, Mo.

POSITIONS WANTED

THOROUGHLY EXPERIENCED ADVERTISING man, 28 years old, now in charge of Advertising for internationally known firm. Producer of outstanding direct mail—publication advertising—house organs—sales promotion—etc. Formerly Agency Copy Writer and Production Manager. Eager for greater opportunity with Agency or Manufacturer. Let me show you samples of my work. Address Box 718, SALES MANAGEMENT, 420 Lexington Ave., N. Y. C.

SALES, DIVISIONAL, OR BRANCH MANAGER

Capable producer with successful background as branch, district or divisional manager. Thorough knowledge of sales, organization, management, development of personnel, advertising, and merchandising in wholesale, retail, commercial, and jobbing fields, with volume running from \$300,000 to \$2,500,000 yearly. Age 42, married, one child, excellent health. Am fully competent to build or carry out sound sales, advertising and merchandising plans which appeal to consumer, dealers, and salesmen, and thereby sell merchandise at a profit. Box 732, SALES MANAGEMENT, 420 Lexington Avenue, N. Y. C.

POSITIONS WANTED—Continued

SALES EXECUTIVE. Has produced important results for past employers . . . his 15 years successful experience now make him even more profitable to you. A man with *outstanding organizing ability* . . . in seven years he developed one radio store into a seven-store chain, increased profits 400%. Has *outstanding sales ability* . . . for another employer signed 6 major accounts that had held out for 15 years; his sales set a new record for the firm. *A real idea man*; his nation-wide contest campaign set a new pace in his industry. Held 3 positions in 15 years. 35, married, locate anywhere. Interview easily arranged, or more facts by mail. Address Box 728, SALES MANAGEMENT, 420 Lexington Ave., New York City.

SALESMEN EXPERIENCED IN SALES training work, specialty selling, and jobber promotion wants position with Manufacturer or Distributor selling to jobbers or dealers or both. During past eighteen years, with same concern, have covered every phase of home and electrical appliance selling. During past seven years commissions have varied from \$3500 to \$12,000. Territory east of Illinois preferred because of contact knowledge, but not essential. Box 733, SALES MANAGEMENT, 420 Lexington Ave., N. Y. C.

FIELD SALES EXECUTIVE—AUTOMOTIVE Division of National Organization seeking change. Six years present employer, ten years with manufacturer selling automotive jobbing trade. Exceptional ability planning sales campaigns, directing and training selling personnel. Can take full charge or assist busy executive. Well educated, clean record, gentle. Prefer Middle West. Company must be well rated and position offer opportunity for promotion and future financial interest in business. Box 734, SALES MANAGEMENT, 420 Lexington Ave., N. Y. C.

REPRESENTATION WANTED

THE FOLLOWING MANUFACTURERS HAVE filed with SALES MANAGEMENT bids for sales representation in the territory or territories described, for lines designated. Sales agents interested in establishing contact with any of these manufacturers should mention the key-number at the beginning of the advertisements. This department is conducted solely as a service and SALES MANAGEMENT cannot guarantee the integrity of any of the individuals or firms represented in this list. To the best of our knowledge they are reliable. Address: READERS SERVICE DEPT., 420 Lexington Ave., New York City, N. Y.

Mf-52: Product: Stationary coin meters leased to restaurants, lunch counters, concessionaires, etc. Territory open: National and foreign.

Mf-53: Product: Sideline for salesmen calling on retail drug and chain store trade. Territory open: National.

Mf-54: Product: Industrial heavy lubricant, established and repeating business. Territory open: S. E. and Canada.

Mf-55: Product: Paints, varnishes & specialties for jobbers, dealers, institutions & maintenance trade. Territory open: Eastern & central states.

Mf-56: Product: New low-priced dress & women's sportswear display form selling direct to variety, dept., & women's apparel stores. Territory open: National.

Mf-57: Product: New product for representative with bakery & restaurant following. Territory open: National.

Mf-58: Product: Drafting specialties & equipment selling to art supply houses, engineering depts., architects & schools. Territory open: National.

Mf-59: Product: Specialty product for home selling direct to consumer. Territory open: National.

Mf-60: Product: Automotive liquid cleaner that polishes & maintains silver surface; sold to fleet owners, service stations & garages. Territory open: National.

Mf-61: Product: Drug sundry now sold by most chains to sell in drug, dept. stores & chains. Territory: Cal., Ore., Wash.

Mf-62: Product: New principle stuffing box packing for industrials, power plants, equipment manufacturers. Territory open: Eastern seaboard and Ohio.

Mf-63: Product: Ribbons and complete line of utility and decorative package tyings (store use only) for dept. stores, florists, candy, gift and specialty shops and all types of progressive retail stores. Territory open: National.

COMMENT

BY RAY BILL



PRIVATE INDUSTRY TO THE FORE: Recent events cast more than a shadow before them. On the far side of the Atlantic, a whole continent rushes both voluntarily and involuntarily toward totalitarian systems which involve almost complete subordination if not elimination of private enterprise in business. On this side of the Atlantic, in our own country, we find political leaders no longer promoting theme songs based upon government ownership of business, excessive governmental regulation of business or government competition with business. On the contrary we find political parties in general and the Roosevelt Administration in particular placing primary reliance on private business for the success of our defense program.

Anyone going to Washington nowadays finds the consensus subscribing to the principle that totalitarian dictatorship, however efficient in certain respects, is nevertheless not equal to the industrial achievements of privately-owned business as exemplified by American industry. Moreover one finds wide recognition that the collapse of France is attributable in no small degree to excessive penetration of socialistic and communistic ideas. For example, the aviation industry in France, which was owned by the government, failed so dismally that our own defense officials and administrative heads are actually afraid that government of itself could not possibly do a good job in this country. Not only short-time war history proves the super achievements of which the American enterprise system is capable, but the job which this same system has done over a period of many, many decades proves exactly the same thing. Hence, it is refreshing, encouraging and inspiring to find such a universal trend toward putting faith and reliance in private enterprise, not only for defense success but for enduring economic prosperity.

MR. REED AS STATESMAN: Within the fortnight, Philip D. Reed, the 40-year old chairman of the board of directors of the General Electric Co., addressed the Sales Executives Club of New York. As predicted at the time he was first elected to this high office, he is proving a great business statesman of these modern times. As we go to press, his talk has not been released in full or we would have published it in this issue. But as soon as copies become available, we recommend that

every adult and youth in the United States read it most carefully. Mr. Reed said in part:

We have been through ten years of serious economic disorder. During that period we have made progress in certain directions, but none at all in others. No one can question the fact that very real social progress has been made. The difficulty is that social legislation almost invariably costs large sums of money, and can be supported only if the economic condition of the country is healthy and prosperous.

The fact is that the economic record of the past ten years is just as disappointing as the social record is gratifying. It has been pointed out editorially that our national income is back to that of 1919, our unemployment problem completely unsolved, our national debt up 19 billions, and that comparing the period 1933-39 with 1923-29, the only significant increases among 22 basic economic measurements were in population, strikes, strikers, Federal taxes, Federal expenditures, and national debt. All the other items show a decline varying from 9 to 84%, and include manufacturing employment, industrial production, wholesale prices, factory payrolls, national income, new construction, and corporate financing.

We must place more emphasis on economic recovery lest, failing to achieve it, we are forced to abandon the social advances of the last decade. For government cannot create wealth. All it can do is redistribute existing wealth. A great deal of new wealth must be created to support our social program and this can be done only by increasing output, the production of useful goods.

Formulae for thinking must be open to the charge of oversimplification and must prove to some extent ineffectual. Yet in this disturbed and complex day in which we live, when in foreign lands outlaws and iconoclasts seem successfully to be defying the validity of the virtues we have always embraced, when character and integrity appear almost to inhibit rather than to help one's cause, it may not be unprofitable to sit down quietly and restate the fundamental principles which made our American way of life.

The seven points which Mr. Reed suggested for the "primer of American self government" were:

(1) Understand, honor, and preserve the Constitution of the United States. (2) Keep forever separate and distinct the legislative, executive, and judicial functions of government. (3) Remember that government belong to the people, it is inherently inefficient, and that its activities should be limited to those which government alone can perform. (4) Be vigilant for freedom of speech, freedom of worship, and freedom of action. (5) Cherish the system of free enterprise which made America great. (6) Respect thrift and economy, and beware of debt. (7) Above all be scrupulous in keeping our word and in respecting the rights of others.

To tell this kind of story on a national scale through the press, radio, pulpit, classroom, and public forum is the real selling job for American experts, Philip Reed concluded—and that fortunately is just what the National Federation of Sales Executives is currently undertaking.

To which we only wish to add that in this highly simplified code for living lies both the genesis and the answer to what has made the United States the outstanding nation of all the world, and its people by far the most widely and completely blessed on the face of the earth.

D'YA EXPECT SALES RESULTS FROM THIS STUFF?



Now, now, Charlie, simmer down. All I asked was, is this business paper advertising worth running?

Just about, Boss, but it's not worth much more. It shows a pretty picture of the product and it keeps our name before the trade! But what a dawgone crime to use only a small part of the selling force you're paying for! Business paper advertising can do a whale of a lot more than that for us, if we'll use it to tell all that the readers want to know about our products.

Well then, why don't you write it that way, Charlie?

Why don't I write . . . ? Why * ! # * ! ! Because I don't know the whole sales story about our products! You don't either. And salesmen can't get it. I mean about actual uses in the field; our buyers' real problems and all the rest of the story that should be the guts of our advertising if it's really going to carry a hunk of the sales load. For years I have been begging for a chance to get out in the field and dig up the sort of material that I can use to write copy that's crammed full of our prospects' interests. Gosh, can't you see how simple it is? The business paper editor doesn't do his job

holding down a swivel chair. He gets out and lives with the business men that he is trying to help. If we want our advertising to interest and convince these same business men, we've got to give them the same sort of helpful information. I've got to know all before I can tell all and believe me, Boss, if we tell more we'll sell more!

Charlie, I think you've got something there.

I know I have, Boss, and I think I can prove it. See that coupon at the bottom of this page? Well I've heard that A.B.P.'s new book, "TELL ALL - A Practical Guide to Successful Business Paper Advertising," shows how a flock of advertisers, selling to a wide variety of industries and trades, have made their business paper advertising a real selling tool. Sounds like you might find the answer to your question about our advertising right in that book. How's about sending the coupon?



5,000 copies asked for in first month. Second and LAST Printing at bindery now. Order Yours While They Last!

THE ASSOCIATED BUSINESS PAPERS

Highest editorial standards and publishing integrity



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LOOK FOR THE TWO HALL-MARKS OF KNOWN VALUE.



Proved reader interest in terms of paid circulation

WHAT ARE WE WAITING FOR, CHARLIE? Let's get our free copy of "TELL ALL."

The Associated Business Papers
Room 2441
369 Lexington Avenue
New York City Phone: CALEDONIA 5-4755

As long as there is no obligation, I'm gambling a postage stamp on the chance of getting a good idea or two from TELL ALL. Send my copy.

Name
Position
Company
Street
City and State

From the

WORLD SCOOP

FOUR days before Marshal Petain asked the German government for an armistice, readers of the Chicago Tribune were told of the impending surrender.

In a dispatch published June 13, Walter Trohan of the Tribune Washington bureau reported the receipt by the state department of official information that France was ready to make a separate peace with Germany and that Premier Reynaud was the only member of the French cabinet holding out against such action.

Learning that the Tribune intended to print the story, the state department press officer made vigorous efforts to kill it. The Tribune rechecked the details and refused to suppress the news.

Three days later came the official confirmation which proved that the Tribune's world scoop was true.

This accomplishment illustrates the editorial enterprise which has built for the Tribune a circulation which now exceeds 1,000,000 every day of the week. It demonstrates the Tribune's ability to get the news—and its determination to fulfill the first duty of a news publication to its readers—printing the news, comprehensively and without compromise.

HARVARD FINDS AN INCENTIVE

June 10, 12:40 p.m.



A VICTORY THIS YEAR
WILL EVEN SERIES.
JUNE 21 THE BIG DAY.
A SKETCH FROM YOU
VITAL PART OF TRAIN-
ING. APRIL MATURE IN
SPRINGTIME WE FIGURE
MIGHT BE COLOSSAL.
WARMTH FROM HER WILL
MAKE US HOT FOR YALE.
TREMBLING WITH ANTICIPATION AND
TICKETS FOR YOU IF YOU CAN MAKE
IT.

HARVARD CREW

Telegram to Milton Caniff, creator of the famous Chicago Tribune comic strip, "Terry and the Pirates," in which the Harvard crew showed that it has as expert a knowledge of what constitutes a flaming inspiration as it has of oarsmanship.



Walter Trohan, of the Chicago Tribune Washington bureau, whose dispatch of June 13 telling of France's decision to sue for an armistice, was one of the major scoops of the war. (See Col. 1)

June 10, 2:22 p.m.

APRIL COMES TO NEW LONDON IN JUNE
THIS YEAR. SKETCH IN FEW DAYS.

MILTON CANIFF

In which Milton Caniff, Sigma Chi but no Harvardman, showed that he is as quickly responsive to the cry of a crew in distress as his he-man hero, Pat Ryan, is to the cry of a lady having trouble with Oriental villains of any quality or quantity.

P.S. On June 21, the Harvard crew defeated Yale by eight lengths. To what extent charming April, the little Southern beauty currently bewitching most of the males, noble and wicked, in Milton Caniff's "Terry and the Pirates," was responsible for this smashing victory has not been definitely ascertained. But this can be said without hesitancy: that Terry and the Pirates, and many another of the country's leading comic strips are among the features which make the Tribune Chicago's most widely read newspaper and its most productive advertising medium.

Curiosa

WOMEN—You talk; yng. lady will listen to anything. Ref. exc. Fai. 5318 after 2 p. m.

From the want ad columns of
the Chicago Tribune.

MAPPING THE NEWS

In the presentation of war news, accurate, up-to-the-day maps are of extreme importance to a clear knowledge of what is happening. The statement, for example, that the mouth of the Danube is a vital link in a German life line, becomes really understandable only when accompanied by an explanatory map. Many of the most significant

Newsman . . . World Scoop . . .
Curiosa . . . Harvard is inspired
. . . More on women . . . Cartog-
raphy in war time . . . On circulation

TOWER

military movements and many of the incidents which lead to war, frequently occur at places obscurely known even in the countries in which they happen.

The Chicago Tribune has long been noted for the number and excellence of the maps and charts which it prints in order

to make the news more easily understood. As an illustration of this service in its most recent phase, it may be pointed out that of the hundreds of war maps which the Tribune has printed from September 1, 1939, to June 30, 1940, twenty-four have been printed page size in full color. Thirteen of these full page color maps have been printed in newsprint color, and eleven in colorotogravure.

Generous use of maps and charts, in black and white and in color, is but one illustration of the Chicago Tribune policy of sparing no expense in order to print the news, accurately, comprehensively and with maximum clarity.

WAY TO WOMEN

Because Chicago department stores and specialty shops know that the Tribune is unexcelled as a medium for selling merchandise to women, they place more of their budgets for women-appeal advertising in the Tribune than in any other two Chicago newspapers combined.

Chicago Tribune Circulation
DURING JUNE, 1940

DAILY in excess of 1,000,000
SUNDAY in excess of 1,100,000

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